

Course Outline

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|-------------------------|-----------------------------|--|--------------------------------|----------|---------------|
| Course number | RBE147 | | | | |
| Course title | Introduction into Marketing | | | | |
| Credit points | 2 CP (3 ECTS) | | | | |
| Total hours | 30 | | | | |
| Lecture hours | 12 | | | | |
| Seminar and other hours | 18 | | | | |
| Course level | Bachelor | | | | |
| Prerequisites | No prerequisites | | | | |
| Category | Mandatory | | Restricted elective | X | Free elective |

COURSE TEACHERS

| No. | Name | Academic degree | Academic position |
|-----|--------------------|-----------------|-------------------|
| 1 | Madara Mara Irbe | LL.B, MPA | Lecturer |
| 2 | Rihards Strenga | BSC | Lecturer |
| 3 | Augusts Vasiļonoks | | Assistant |

COURSE ABSTRACT

Based on the approach and methodology developed under the leadership of Alexander Osterwalder, as well as on the experience and competence of the lecturers in marketing, public relations and business modelling, the course will explore how companies and individuals in the 21st century business environment create Value to the Customers. By the end of the course, students will have an understanding of marketing concepts that explain and predict the success or failure of the product offerings, business models and their success in a competitive business environment.

COURSE OBJECTIVES

Academic and professional competences to be gained through the course:

- To initiate understanding of historical and current development tendencies of marketing discipline
- To introduce students with *Business Model Generation* methodology and its practical application
- To provide marketing tools relevant in corporate and start-up entrepreneurship environments
- To introduce students with relevant markets and developing marketing and communication tools
- To provide an understanding of various business models and their development

GRADING REQUIREMENTS

| Criteria | Weighting |
|---------------------------------|-----------|
| Exam | 40% |
| Class quizzes | 20% |
| Class and Seminar participation | 25% |
| Course seminar presentation | 15% |

COURSE PLAN – MAIN SUBJECTS

| No. | Subject | Planned hours |
|-----|--|---------------|
| 1 | Marketing and Business Model Canvas | 5 |
| 2 | Identification of client needs and client segments | 5 |
| 3 | Evaluating the market and identifying opportunities | 5 |
| 4 | Channels, communication and content marketing | 5 |
| 5 | Understanding various business models and their validation | 5 |
| 6 | Developing and presenting prototype business models | 5 |

COURSE PLAN – SESSIONS

| Session | Subject | Lecture/ seminar |
|---------|--|------------------|
| 1 | Intro into the Course & Administrative Matters <ul style="list-style-type: none"> Syllabus & Class organization and assignments What is Marketing? <ul style="list-style-type: none"> The big picture of marketing. What is the <i>Business Model Canvas</i>? | Lecture |
| 2 | Idea generation phase <ul style="list-style-type: none"> Identifying an opportunity in the market Designing an idea The role of a team and various skillsets | Seminar |
| 3 | The idea and the client <ul style="list-style-type: none"> Product life cycle Client segments and their needs Value propositions Testing hypothesis | Lecture |
| 4 | Evaluating the market <ul style="list-style-type: none"> Competition Pricing strategies Analysis tools | Lecture |
| 5 | Channels <ul style="list-style-type: none"> Information channels, digital marketing Distribution channels | Seminar |
| 6 | The role of content marketing <ul style="list-style-type: none"> Content creation and channels Planning a campaign | Lecture |
| 7 | The meaning of communication in business success <ul style="list-style-type: none"> Internal communication External communication Communication effectiveness | Seminar |
| 8 | Sustainability, resources and cash flow <ul style="list-style-type: none"> Types of resources Evaluating resources Cost structure and revenue streams Cash cows and stars | Lecture |
| 9 | Analyzing competitors and identifying opportunities <ul style="list-style-type: none"> Tools for analyzing competitors Positioning of the business Identifying opportunities | Lecture |

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| 10 | Various business models <ul style="list-style-type: none"> Identifying and understanding various business models Differences between business models | Seminar |
| 11 | Validating a Business Model <ul style="list-style-type: none"> What are the determinants of a solid Business Model? Testing your business model | Lecture |
| 12 | Wrap-up of the course <ul style="list-style-type: none"> Marketing illusions What have we learned | Lecture |
| 13 | Q/A session and Make-up class | Seminar |
| 14 | Course project presentations | Seminar |
| 15 | Course project presentations | Seminar |

COURSE LITERATURE

| No. | Author, title |
|-----|---|
| 1 | Text Books: <ul style="list-style-type: none"> Alexander Osterwalder, Yves Pigneur: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Alexander Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith: Value Proposition Design: How to Create Products and Services Customers Want William D. Perreault, Jr., Joseph I. Cannon, Ph.D., E. Jerome McCarthy, Ph.D.: Basic Marketing - A Marketing Strategy Planning Approach Graham Hooley, Nigel F. Piercy, Brigitte Nicoulaud: MARKETING STRATEGY & COMPETITIVE POSITIONING |
| 2 | www.strategyzer.com www.boardofinnovation.com www.marketingmo.com |
| 3 | Current periodicals, to be assigned at lectures |