

## Information sheet for the course Marketing

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>	
<b>Course unit code:</b> <i>KMaREZ/lz28Pd/11</i>	<b>Course unit title:</b> <i>Marketing</i>
<b>Type of course unit:</b> <i>compulsory</i>	
<b>Planned types, learning activities and teaching methods:</b> <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar: 2 hours weekly/28 hours per semester of study; face to face</i>	
<b>Number of credits:</b> <i>4</i>	
<b>Recommended semester:</b> <i>5<sup>th</sup> semester 3<sup>rd</sup> year</i>	
<b>Degree of study:</b> <i>I. (bachelor)</i>	
<b>Course prerequisites:</b> <i>none</i>	
<b>Assesment methods:</b> <i>Completion of a project with a possibility to earn 70% of a final course grade: Grade A – at least 92 points, Grade B – at least 84 points, Grade C – at least 76 points, Grade D – at least 68 points, Grade E – at least 60 points, Grade Fx – less than 59 points. Final written examination with a possibility to earn 30% of a final course grade: Grade A – at least 29 points, Grade B – at least 26 points, Grade C – at least 23 points, Grade D – at least 20 points, Grade E – at least 18 points. Course credits are not awarded to a student who earns on a written examination less than 17 points. Final course grade: based primarily on assessment of a submitted project that reflects student's ability to apply acquired knowledge in the context of described learning outcomes.</i>	
<b>Learning outcomes of the course unit:</b> <i>A student completing the course will gain an overview of the basic theoretical and methodological principles of marketing, including knowledge of the substance of relevant new trends. The student will know how to put into practice the basic concepts and categories of marketing, marketing strategies and activities aimed at efficient management of a company and increase of its competitiveness in the domestic and foreign market. The student will understand the key issues of marketing planning, the essential elements of marketing environment, the importance of knowledge and analysis of the marketing environment, the interaction between marketing information system and marketing research, the market segmentation, the selection of target groups and the formation of market position, the consumer market and market of organizations, the structure of the marketing mix, the fundamental objectives, tools and forms of communication with the market, the specifics of international marketing, marketing of services and nonprofit organizations, new trends in marketing, the relationship of marketing and society as well as ethics in marketing. After successful completion of the learning process the student will be prepared to continue study in the follow-up courses.</i>	
<b>Course contents:</b> <ol style="list-style-type: none"><li><i>1. Introduction to lectures and course content. Recommended literature, the conditions for the exam. Marketing as a theoretical and practical discipline - definition and development.</i></li><li><i>2. Marketing Strategy. Functions and concepts of marketing management - analysis, planning, implementation and monitoring. Organization of marketing in the company.</i></li><li><i>3. Marketing environment and the process of monitoring. Micro-environment. Macro-environment.</i></li><li><i>4. Market, market segmentation and formation of market position. Consumer markets and purchasing behavior of consumers.</i></li><li><i>5. Marketing Information System. Marketing research as a source of basic information.</i></li><li><i>6. Tools of marketing. Analysis of marketing mix and its structure - the traditional concept, the model "4P", modern and special marketing mix models. Model "4C".</i></li></ol>	

7. *Marketing product. Classification of products. Product mix. Innovation and new product development.*
8. *Price in marketing. Pricing strategies. Pricing of new products. The strategy of price adjustments.*
9. *Marketing of a location and distribution of products. Distribution policy. Distribution channels and physical distribution. Retail and wholesale. Introduction to Logistics.*
10. *Promotion: communication and strategy. Communication mix. Tools of marketing communication. Integrated marketing communication mix.*
11. *Marketing of services and nonprofit organizations. International marketing.*
12. *New trends in marketing. Marketing on the Internet, e-marketing, e-commerce.*
13. *Ethics of marketing. Code of ethics. AMA.*

**Recommended of required reading:**

- Čimo, J. – Otrubčák, P.: *Marketing. TnUAD, Trenčín 2008*  
 Foret, M.: *Marketingová komunikace. Computer Press, Brno 2006*  
 Jakubíková, D.: *Strategický marketing. Grada Publishing, Praha 2009*  
 Kotler, Ph. – Armstrong, G.: *Principles of Marketing, Prentice Hall, New York 2007*  
 Kotler, Ph. – Keller, K. L.: *Marketing management. Grada Publishing, Praha 2007*  
 Kotler, Ph. – Wong, V. – Saunders, J. – Armstrong, G.: *Moderní marketing. Grada Publishing, Praha 2007*  
 Kotler, Ph. – Trias de Bes, F.: *Inovativní marketing. Jak kreativním myšlením zvítězit u zákazníka. Grada Publishing, Praha 2006*  
 Svetlík, J.: *Marketing pro evropský trh. Grada Publishing, Praha 2003*

**Language:** Slovak

**Remarks:**

*The course is offered in the winter semester of the third year of full-time undergraduate studies and in the summer semester of the third year of external undergraduate studies. This course is mandatory. The number of students in a seminar group ranges from 20 to 25 students.*

**Evaluation history:**

A	B	C	D	E	FX
15.65	26.87	36.21	11.92	9.11	0.23

**Lectures:**

*Ing. Anna Štefančíková, PhD., Ing. Martin Sedláček*

**Last modification:** 23.04.2014

**Supervisor:** *doc. Mgr. Sergej Vojtovič, DrSc.*