

Information sheet for the course Marketing

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economics Relations</i>	
Course unit code: <i>VSP11</i>	Course unit title: <i>Marketing</i>
Type of course unit: <i>compulsory</i>	
Planned types, learning activities and teaching methods: <i>Lecture: 2 hours weekly/28 hours per semester of study; face to face</i> <i>Seminar:</i>	
Number of credits: <i>4</i>	
Recommended semester: <i>1st semester, 1st year</i>	
Degree of study: <i>I. (bachelor)</i>	
Course prerequisites: <i>none</i>	
Assesment methods: <i>Preparation of a seminar paper (maximum 70 points, minimum 42 points), succesful passing of the theory test (maximum 30 points, minimum 18 points). At the end of the semester: examination. Final course grade: sum of scores from the seminar paper and the theory test (at least 60 points) under the condition that the student gains at least minimum score in both partial evaluations. Grade A: 100 - 92 points, Grade B: 91 – 84 points, Grade C: 83 –76 points, Grade D: 75 – 68 points, Grade E: 67 –60 points, Grade Fx – less than 59 points. At the end of the semester: Project. Exam after the submission and evaluation of the project. Final course grade: achieved average.</i>	
Learning outcomes of the course unit: <i>A student who completes the course gains an overview of the basic theoretical and methodological principles of marketing, including knowledge of the substance of relevant new trends. The student knows 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 understands 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 the successful completion of the learning process the student is able to perform the analysis and assessments in the field of marketing.</i>	
Course contents: <ol style="list-style-type: none"><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><i>2. Marketing Strategy. Functions and concepts of marketing management - analysis, planning, implementation and monitoring. Organization of marketing in the company.</i><i>3. Marketing environment and the process of monitoring. Micro-environment. Macro-environment.</i><i>4. Market, market segmentation and formation of market position. Consumer markets and purchasing behavior of consumers.</i><i>5. Marketing Information System. Marketing research as a source of basic information.</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".*
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 summer semester of the thirteenth year of full-time as well as 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
5.91	15.55	31.3	26.77	18.9	1.57

Lectures:

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

Last modification: *2.6.2014*

Supervisor: *prof. PhDr. Peter Barták, DrSc., doc. Ing. Ján Kútik, CSc.*