



**DESCRIPTION OF STUDY COURSE**

<b>Course unit title</b>	<b>Marketing</b>
<b>Programme</b>	Bachelor International Finance
<b>Year of study</b>	1st year
<b>Level of course unit (e.g. first, second or third cycle)</b>	First, Bachelor's study
<b>Course unit code</b>	<b>BFa027</b>
<b>Name of lecturer(s)</b>	Dita Danosa
<b>Credit points</b>	3 ECTS
<b>Language of instruction</b>	English
<b>Type of course unit (compulsory, optional)</b>	Compulsory
<b>Semester when the course unit is delivered</b>	1
<b>Mode of delivery</b>	Face-to-face.
<b>Aim of Course</b>	The course is a basic course in the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, are external environment, marketing research, international/global marketing with relevance to cultural diversity, ethics and the impact of technology on marketing.
<b>Preliminary knowledge (prerequisites and co-requisites)</b>	Statistics, Law and Office Management
<b>Course contents</b>	<ol style="list-style-type: none"> <li>1. Defining Marketing and the Marketing Process</li> <li>2. Analyzing the Marketing Environment</li> <li>3. Managing Marketing Information to Gain Customer Insights</li> <li>4. Consumer and Business Markets. Buyer Behavior</li> <li>5. Customer-Driven Marketing Strategy: Creating Value for Target Customers</li> <li>6. Creating product and service: developing an integrated marketing mix</li> <li>7. Pricing: Understanding and Capturing Customer Value</li> <li>8. Marketing Channels: Delivering Customer Value</li> <li>9. Creating and managing brands and brand equity</li> <li>10. Communicating Customer Value: Integrated Marketing Communications Strategy</li> <li>11. The Global Marketplace</li> <li>12. Sustainable Marketing: Social Responsibility and Ethics</li> </ol>
<b>Planned learning activities and teaching methods</b>	The course is highly interactive between the class and the professor. Key concepts will be introduced using lecture. Through case studies/presentations, problems, and specific company client activities,

	<p>students will have the opportunity to use the concepts, ideas, and strategies presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.</p> <p>Requirements for passing the course are the following:</p> <ol style="list-style-type: none"> <li>1. Attendance of lectures, in-class discussions 10%</li> <li>2. In-class and home works 40%</li> <li>3. Preparation and presentation of project work 20%</li> <li>4. Examination (Quizzes) 20%</li> </ol>																											
	<b>Teaching methods</b>		Student work load (1 CP = 40 hours of student work)																									
	Lectures		10%																									
	In-class practical works		10%																									
	Cases analysis, In-class discussions		10%																									
	Project work preparation and presentation		20%																									
	An Independent studies/Readings in the Library		50%																									
			Total <b>80</b> hours																									
<b>Learning outcomes of the course unit</b>	<ol style="list-style-type: none"> <li>1. Critical understanding of complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies.</li> <li>2. Knowledge about tools/frameworks that will assist marketers in making principal marketing decisions effectively.</li> <li>3. Skills to conduct a marketing analysis, find market segments, position brands in perceptual maps, determine the value of attributes comprising a new product and estimate the effectiveness of marketing-mix activities.</li> <li>4. Developed analytical, communication, and presentation skills.</li> </ol>																											
<b>Assessment methods and criteria</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th colspan="3" style="text-align: center;">Study outcomes</th> </tr> <tr> <th style="text-align: left;">The form of assessment</th> <th style="width: 15%;">1.</th> <th style="width: 15%;">2.</th> <th style="width: 10%;">3.-4.</th> </tr> </thead> <tbody> <tr> <td>Assessment of in-class assignments</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> </tr> <tr> <td>Assessment of case analysis, in-class discussions</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> </tr> <tr> <td>Assessment of Project work</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> </tr> <tr> <td>Assessment of Exam</td> <td></td> <td style="text-align: center;">●</td> <td style="text-align: center;">●</td> </tr> </tbody> </table>					Study outcomes			The form of assessment	1.	2.	3.-4.	Assessment of in-class assignments	●	●	●	Assessment of case analysis, in-class discussions	●	●	●	Assessment of Project work	●	●	●	Assessment of Exam		●	●
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<b>Recommended or required reading</b>	<p><b>Compulsory literature:</b></p> <ol style="list-style-type: none"> <li>1. P. Kotler, G. Armstrong, Principles of Marketing (18th Edition), Pearson Education 2020, ISBN 978-0135766590</li> </ol> <p><b>Recommended literature:</b></p> <ol style="list-style-type: none"> <li>2. D.Martin, J.Schouten, Sustainable Marketing, 2016, Prentice Hall, ISBN 978-9332536630</li> </ol>																											

	<ol style="list-style-type: none"> <li>3. D.Gini, G.Livingston, Marketing in the Round: How to develop an Integrated Marketing Campaign in the Digital Era, 2012, Cloth, ISBN 978-0789749178</li> <li>4. M.Burk Wood, Marketing Plan Handbook, 5th Edition, 2012, Prentice Hall, ISBN 978-0133078350</li> <li>5. P.Baines, C.Fill, S.Rosengren,P, Antonetti, Marketing, Oxford University Press, 2019, ISBN 978-0198809999</li> <li>6. Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein, Marketing Metrics, 4<sup>rd</sup> Edition, 2020, Pearson Prentice Hall, ISBN 978-0136717133</li> <li>7. R. Kerin, S.Hartley, Marketing: The Core, 7th Edition, McGraw-Hill Irwin, 2017, ISBN 978-1259712364</li> <li>8. R.Kerin, R.Peterson, Strategic marketing Problems, 2013, Cloth, ISBN 978-0132747257</li> <li>9. T.Tuten, Social Media Marketing, 4th Edition, 2016, SAGE Publications Ltd, ISBN 978-1529731989</li> <li>10. W.J.Keegan, M. Green, Global Marketing, 9th Edition, 2016, Prentice Hall, ISBN 978-0134129945</li> <li>11. Lecture handouts, selected readings</li> </ol> <p><b>Interneta resursi:</b></p> <ol style="list-style-type: none"> <li>1. Marketing Advertising Research Center, <a href="http://www.warc.com">http://www.warc.com</a></li> <li>2. Sales &amp; Marketing Management, <a href="http://www.salesandmarketing.com">http://www.salesandmarketing.com</a></li> <li>3. American Marketing Association, <a href="http://www.marketingpower.com">http://www.marketingpower.com</a></li> <li>4. Advertising World, <a href="http://advertising.utexas.edu/world/">http://advertising.utexas.edu/world/</a></li> <li>5. Direct Marketing News, <a href="http://www.dmnews.com">http://www.dmnews.com</a></li> </ol>
<b>Recommended optional programme components</b>	To be agreed at the start of the course