



DESCRIPTION OF STUDY COURSE

Course unit title	Marketing
Programme	Bachelor International Finance
Year of study	1st year
Academic year	2022./2023.
Level of course unit (e.g. first, second or third cycle)	First, Bachelor's study
Course unit code	BFa027
Name of lecturer(s)	Dita Danosa
Credit points	2 CP
Number of ECTS allocated	3 ECTS, Latvian credit points are multiplied by 1,5 to get ECTS
Language of instruction	English
Type of course unit (compulsory, optional)	Compulsory
Semester when the course unit is delivered	1
Mode of delivery	Face-to-face.
Aim of Course	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.
Preliminary knowledge (prerequisites and co-requisites)	Statistics, Law and Office Management
Course contents	<ol style="list-style-type: none"> 1. Defining Marketing and the Marketing Process 2. Analyzing the Marketing Environment 3. Managing Marketing Information to Gain Customer Insights 4. Consumer and Business Markets. Buyer Behavior 5. Customer-Driven Marketing Strategy: Creating Value for Target Customers 6. Creating product and service: developing an integrated marketing mix 7. Pricing: Understanding and Capturing Customer Value 8. Marketing Channels: Delivering Customer Value 9. Creating and managing brands and brand equity 10. Communicating Customer Value: Integrated Marketing Communications Strategy 11. The Global Marketplace 12. Sustainable Marketing: Social Responsibility and Ethics



Planned learning activities and teaching methods	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, 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.			
	Requirements for passing the course are the following:			
	1. Attendance of lectures, in-class discussions	10%		
	2. In-class and home works	40%		
	3. Preparation and presentation of project work	20%		
	4. Examination (Quizzes)	20%		
	Teaching methods		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 80 hours			
Learning outcomes of the course unit	<ol style="list-style-type: none"> Critical understanding of complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies. Knowledge about tools/frameworks that will assist marketers in making principal marketing decisions effectively. 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. Developed analytical, communication, and presentation skills. 			
Assessment methods and criteria	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		●	●
Recommended or required reading	Compulsory literature: <ol style="list-style-type: none"> P. Kotler, G. Armstrong, Principles of Marketing (18th Edition), Pearson Education 2020, ISBN 978-0135766590 			



	<p>Recommended literature:</p> <ol style="list-style-type: none">2. D.Martin, J.Schouten, Sustainable Marketing, 2016, Prentice Hall, ISBN 978-93325366303. D.Gini, G.Livingston, Marketing in the Round: How to develop an Integrated Marketing Campaign in the Digital Era, 2012, Cloth, ISBN 978-07897491784. M.Burk Wood, Marketing Plan Handbook, 5th Edition, 2012, Prentice Hall, ISBN 978-01330783505. P.Baines, C.Fill, S.Rosengren,P, Antonetti, Marketing, Oxford University Press, 2019, ISBN 978-01988099996. Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein, Marketing Metrics, 4rd Edition, 2020, Pearson Prentice Hall, ISBN 978-01367171337. R. Kerin, S.Hartley, Marketing: The Core, 7th Edition, McGraw-Hill Irwin, 2017, ISBN 978-12597123648. R.Kerin, R.Peterson, Strategic marketing Problems, 2013, Cloth, ISBN 978-01327472579. T.Tuten, Social Media Marketing, 4th Edition, 2016, SAGE Publications Ltd, ISBN 978-152973198910. W.J.Keegan, M. Green, Global Marketing, 9th Edition, 2016, Prentice Hall, ISBN 978-013412994511. Lecture handouts, selected readings <p>Interneta resursi:</p> <ol style="list-style-type: none">1. Marketing Advertising Research Center, http://www.warc.com2. Sales & Marketing Management, http://www.salesandmarketing.com3. American Marketing Association, http://www.marketingpower.com4. Advertising World, http://advertising.utexas.edu/world/5. Direct Marketing News, http://www.dmnews.com
Recommended optional programme components	To be agreed at the start of the course