

Semester Program

Academic Discipline

Marketing tools

GENERAL OBJECTIVE:

The course aims to provide students with an overview of the theoretical foundations of Marketing, the Marketing system and Marketing management as well as its application in the organizations daily practice.

SPECIFIC OBJECTIVES:

- Learn about the strategic and tactical-operational aspects of Marketing.
- Get an instrumental base for the process of market analysis and understanding of the Marketing environment.
- Distinguish among the main functions of the Marketing management process: planning, organization, coordination, and control.

PROGRAM:

1. Introductions & Presentation of the course
2. The marketing concept – classical and contemporary approaches (K&K CH 1);
3. Marketing environments (K&K CH 3);
4. The Marketing mix (K&K CH 4);
5. Digital marketing (K&K CH 17*);
6. Internal Marketing (K&K CH 22*);
7. Strategic Planning and the role of Marketing (K&K CH2);
8. Guest Talk
9. Consumer behaviour (K&K CH 6);
10. Organizational buying behaviour - B2B (K&K CH 7);
11. Market segmentation (K&K CH 8)
12. Branding (K&K CH 9);
13. Market positioning (K&K CH 10);
14. Service marketing (K&K CH 13);
15. Channels (K&K CH 15);
16. Key Takeaways & End of course