

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing Management			
Study programme	Specialist professional graduate study Entrepreneurship			
Status of a course	Obligatory			
Year of study	1	Semester (Winter/Summer)	S	ECTS credits 5
Goals of a course				
Properly apply concrete market research methods by examining elements of the marketing mix, demand and environment characteristics, and profiling consumer segments. Create an appropriate business model and sustainable marketing plan. Analyze consumer and competitor behaviour in a simulated market and choose the right marketing tactics				
Conditions for enrolling course				
No conditions				
Learning outcomes on a level of a study programme which includes course				
Outcome 3: Apply management and marketing tools in managing business processes. Outcome 4: Suggest possible responses to changes in the business environment. Outcome 5: Monitor and analyse market needs and trends and propose an appropriate business model. Outcome 6: Apply methodology for planning and controlling the implementation of various plans. Outcome 9: Apply methodology of professional and scientific research work in various business situations. Outcome 14: Identify and evaluate different business risks and propose ways to manage risks.				
Expected learning outcomes on a level of a course				
1. Evaluate relevant market information 2. Analyse the existing macro and micro environment and identify current trends and competitive positions 3. Distinguish market segments and analyse consumer profiles 4. Create an appropriate business model and marketing plan for a product or service 5. Select key marketing tactics for a virtual product or service				
Content of a course				
Role of marketing in the company's activities. Capturing markets by market oriented strategic planning. Analyzing marketing opportunities. Managing marketing information and measuring market demand. Scanning marketing environment. Competitiveness. Developing marketing strategies. Planning marketing programs. Managing marketing efforts. Organizing, implementing, evaluating and controlling marketing activities				
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____	
Grading, evaluation and monitoring of students' work continuously during lectures and exams				
Grading is based upon evaluation course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.				