

Title of a course	Marketing				
Study programme	Undergraduate Professional Study Programme of Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	2	Semester	IV	ECTS credits	4
Goals of a course					
Identify opportunities, develop a business plan, and bring business recognition in response to demand.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
<p>Outcome 8: Substantiate the selected sales skills and manners of managing the supply chain, procurement and sales process.</p> <p>Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders.</p> <p>Outcome 12: Investigate market characteristics in rural tourism.</p> <p>Outcome 14: Design and present tourism and catering offer in rural tourism.</p>					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Determine the purpose and meaning of marketing and its role through new marketing relationships. 2. Identify the importance and impact of the marketing environment elements on a company's business operations. 3. Describe the process of market research and analyse consumer behaviour in a specific example. 4. Identify an adequate group of consumers to open a new market niche by analysing the characteristics and needs of consumers. 5. Create a simple marketing plan using elements of marketing mix, internal and external advantages of a particular company. 					
Content of a course					
<p>Understanding the market, its features, types and structures. Components of doing business in the market: product, buyer, seller, exchange and systems of activities. An informed foundation for marketing decisions. Formal/informal pieces of information, process and methods of market research. Methods of predicting demand. Situation analysis. Portfolio analysis. Market analysis and forces of a competitive environment. Market segmentation: features and a process of segmentation. Alternative strategies. Market/product development strategy. Strategies of vertical connections. Product policy: type of a product, product features, creating a new product. Distribution policy: functions and an election of distribution canals, types of distribution, physical distribution. Promotion policy: economic propaganda, personal sales, sales improvement, public relations. Product/service characteristics, presentation, development of social networks.</p>					