

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	2	Semester (Winter/Summer)	W	ECTS credits	6
Goals of a course					
Identify opportunities, develop a business plan, and create a business entity according to demand.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
<p>Outcome 1: Apply appropriate methods and procedures in preparing information for business decisions.</p> <p>Outcome 2: Apply professional knowledge and skills in business operations and in upgrading an existing business entity or in establishing a new one.</p> <p>Outcome 3: Identify and evaluate key performance indicators of companies for management and decision making.</p> <p>Outcome 4: Identify and value entrepreneurial opportunities.</p> <p>Outcome 5: Design and substantiate an entrepreneurial idea through a business plan.</p> <p>Outcome 6: Create a plan for purchasing, sales and marketing activities.</p> <p>Outcome 7: Analyse and evaluate financial information.</p> <p>Outcome 9: Analyse the needs and manners of acquiring, using and developing the resources of a business entity.</p> <p>Outcome 10: Assess ethical approaches when planning and executing business tasks.</p> <p>Outcome 13: Identify different business risks and their impact on the business process.</p> <p>Outcome 14: Apply basic environmental research methods.</p> <p>Outcome 15: Independently prepare and present professional content using information and communication tools.</p>					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> Determine the purpose and meaning of marketing and its role through new marketing relationships. Identify the importance and impact of elements of the marketing environment on a company's business operations. Describe the process of market research and analyse consumer behaviour on a specific example. Identify an adequate group of consumers to open a new market niche by analysing the characteristics and needs of consumers. Through a combination of marketing mix determine and explain the influence upon satisfaction/unsatisfaction of consumers. Create a marketing plan by using internal and external advantages of a concrete company for the purpose of developing a product/market. 					
Content of a course					
<p>Market understanding, its characteristics, kinds and structure. Business components on a market: product, buyer, seller, exchange and activity systems. Evolution of business orientation. News basic for marketing decisions. Formal/informal information, process and methods of market research. Methods of demand forecast. Situation analysis. Portfolio analysis. Market analysis and powers of competitive environment. Market segmentation: characteristics and process of segmentation. Alternative strategies. Development strategies for market/product. Strategies of vertical pooling. Product policy: kinds of products, characteristics of products, making of new products. Distribution policy: functions and selection of channel of distribution, kinds of distribution, physical distribution. Promotion policy: advertising, personal sales, sales promotion, public relations. Planning, organization and control of market activities.</p>					
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 checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work		

	<input type="checkbox"/> field classes	<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.		