

Information sheet for the course

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Faculty of Social and Economic Relations</i>	
Course unit code: KMaREZ/Mar- AJ/1lz3dB/22	Course unit title: <i>Marketing in English language</i>
<p>Type, scope and method of learning activities: <i>Weekly number of teaching hours in the form of lectures: full-time form 2/0;</i> <i>Teaching method: face to face / combined</i></p> <p><i>Weekly number of teaching hours in the form of lectures: part-time form 2/0;</i> <i>Teaching method: face to face / combined</i></p>	
Number of credits: 3	
Recommended semester/trimester of study: <i>6th semester in the full-time form of study and 6th semester in the part-time form of study within the Human Resources and Personnel Management study program</i>	
Degree of study: <i>I. (Bc.)</i>	
Course prerequisites:	
<p>Assessment methods: <i>A student may receive a maximum of 100 points in total, including 80 points for the preliminary assessment and 20 points for the final assessment.</i> <i>The preliminary assessment consists of:</i> - <i>Intermediate test 2x = 40 points.</i> - <i>Seminar in Marketing = 40 points.</i> <i>The final assessment consists of:</i> - <i>Exam - 20 points.</i> Assessment: <i>A from 100-93 points; B from 92- 85 points; C from 84-76 points; D from 75-68 points; E from 67-60 points, FX less than 60 points.</i></p>	
<p>Learning outcomes: <i>By completing the course, the student will understand the basic theoretical and methodological foundations of marketing, including knowledge of the essence of its new trends. The student will understand the issues of marketing planning, the essence, importance of knowledge and analysis of the marketing environment, the interaction of marketing information system and marketing research, market segmentation, selection of target groups and creation of market position, consumer markets and markets of organizations, the structure of the marketing mix, the basic objectives, tools and forms of communication with the market, the specifics of international marketing, marketing of services and non-profit organizations, new trends in marketing, the relationship between marketing and society, as well as ethics in marketing.</i> <i>By completing the course the student will gain:</i> Theoretical knowledge: - <i>understand and apply basic concepts and categories of marketing, marketing strategies and activities, aimed at effective management of the enterprise and increasing its competitiveness on the domestic</i> <i>The course will help the student to improve the competitiveness of the company and its competitive position in the market;</i> - <i>identify the elements of the marketing mix (4Ps and 7Ps) and the strategies used with each element of the marketing mix.</i></p>	

Practical Skills:

- Recommend and justify an appropriate marketing mix.

Competencies:

Communicative skills - the student is able to listen actively, ask stimulating questions and provide to ask probing questions and provide feedback, to present and defend one's own feelings, opinions and needs in interaction with other people and/or in front of a professional audience.

Course contents:

1. Marketing as a theoretical and practical discipline - definitions and development.
2. Marketing strategy. Functions and concepts of marketing management - analysis, planning, implementation control. Organization of marketing in the enterprise.
3. Marketing environment and the process of its monitoring, microenvironment, macroenvironment.
4. Market, market segmentation and creation of market position. Consumer markets and purchasing behaviour of consumer.
5. Marketing information system. Marketing research as a source of basic information.
6. Marketing tools. Marketing mix and analysis of its structure - traditional concept of the "4P" model and the extended concept of the marketing mix - "7P".
7. Marketing product. Classification of products. Product mix. Innovation, development of new products.
8. Price in marketing. Pricing strategies. Pricing of new products. Price adjustment strategy.
9. Place marketing and product distribution. Distribution policy. Distribution channels and physical distribution. Retail and wholesale. Introduction to logistics.
10. Promotion. Communication mix. Marketing communication tools. Integrated marketing communication mix.
11. Marketing of services and non-profit organizations.
12. New trends in marketing. Internet marketing, e-marketing, e-commerce. Marketing ethics. AMA Code of Ethics.

Recommended and required reading:

Kotler, Ph., Armstrong, G. (2020). Principles of Marketing 18th Edition. Pearson. ISBN: 978-0135766590

Kerin, R.A., Hartley S. W. (2020). Marketing. Mc Graw Hill Education. ISBN: 9781260575699

Viestová, K. a kol. (2015). Marketing - výklad pojmov. Wolters Kluwer. ISBN: 9788081681363

Tahal, R. (2017) Marketingový výzkum. Postupy, metody, trendy. Grada. ISBN: 978-80-271-0206-8

Language: English

Remarks:

The course is a compulsory elective.

Full-time study:

- Lectures = 24 hours
- Preparation for lectures = 12 hours
- Preparation for intermediate tests = 10 hours
- Preparation of seminar paper (Seminar in Marketing) = 10 hours
- Exam preparation = 19 hours

Student contact workload: 24 hours,

non-contact: 51 hours

External study:

- Lectures 10 hours
- Preparation for lectures 20 hours
- Preparation for midterm tests = 12 hours
- Preparation of seminar paper (Seminar in Marketing) = 12 hours

- Exam preparation = 21 hours
Student contact workload: 10 hours,
non-contact: 65 hours
In total, a minimum of 75 hours of work must be required of the student for 3 credits.
1 credit represents 25 hours of student work
The course is only offered if at least 15 students enrol in the course, or if the course capacity The course is limited to 40 students; in case of higher interest, students will be selected.

Evaluation history:

Total number of evaluated students:

A	B	C	D	E	FX

Lecturers:

Doc. PhDr. Zoltán Rózsa, PhD.

Last modification:

Approved by: