Aims of the course

To help students to understand market operations and consumer behavior. To build up readiness to make decisions in market situations and properly use marketing mix concepts and methods.

Course outline

1. Definitions and philosophy of marketing. Elements of the marketing mix.
2. Development stages of the theory. Marketing management and marketing planning.
4. The marketing environment: cultural, legal, political, social, economic environments. Controllable and non-controllable elements.
6. Consumer markets and behavior of the buyers.
12. Marketing communication strategy. Advertising, sales promotion, public relations, personal selling.
13. Direct and online marketing. Social responsibility in marketing.
15. Summary and consulting.

Requirements and assessment

Classroom activity 10 %
Case studies (home assignments) 40%
Final exam (multiple choice plus one essay) 50%

Readings

ISBN 978-0-273-74315-6 (PDF)
ISBN 978-0-273-78111-0 (e-text)

McCarthy-Perreault: Basic Marketing. Irwin, Homewood, Illinois. (Recommended)