

Title and Code of Course: **Principles of Marketing**

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| Credit Point Value: 6 | Number of Lessons per Week: 2 | Type of Course: Seminar <input type="checkbox"/> Lecture <input checked="" type="checkbox"/> | Method of Evaluation: Examination <input checked="" type="checkbox"/> In-Class Group Presentation <input type="checkbox"/> Other <input type="checkbox"/> |
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Course Description:

The course would like to provide a brief, but comprehensive overview about marketing as a business discipline. The course will provide essential knowledge about the basics of marketing and how to manage marketing in a company, general chapters will help to understand how marketing operate in a business environment with topics like market research, consumers, strategies, positioning, branding. Meanwhile the 4P of marketing also discussed as the main functional areas of this business discipline as product, price, place, and promotion policies.

The main topics and lectures will be Market Insights and Research, Consumer Behaviour and Consumer Markets, Identifying Market Segments and Targets, Branding, Product Strategy and New Offers, Designing and Managing Services, Developing Pricing Strategies and Programs, Trade and Commerce, Advertising and Mass Communications, Digital and Personal Marketing Communication and the Holistic Marketing approach.

Bibliography:

- Kotler, Philip – Armstrong, Gary (2017): Principles of Marketing (17th edition). Pearson Publishing
- Kotler, Philip – Keller, Kevin Lane (2021): Marketing Management (16th edition), Pearson Publishing.
- McMurtry, Jeanette Maw (2017): Marketing For Dummies. Wiley and Sons Inc.