

PRINCIPLES OF MARKETING

COURSE LEVEL: Bachelor

ECTS CREDITS: 6 ECTS

COURSE COORDINATOR: Janez Damjan M.Sc.

COURSE GOALS:

- To develop basic knowledge about marketing as a business concept and as an activity in the company.
- To impart the feeling what is a market-oriented company which aims to fulfill customer expectations better than the competitors.
- To develop competences for integration of marketing elements into a harmonious integrity.
- To impart to students the need for careful monitoring of competitive business environment and for own positive attitude toward changes.
- To accustom students to a team work and to the application of the acquired knowledge for concrete problem solving.

COURSE CONTENT:

1. Marketing in the modern firm and main marketing concepts
2. Customer value, satisfaction and loyalty
3. Strategic marketing process and plan
4. Challenges and adaptations of marketing in the 21st century
5. The marketing environment
6. The marketing research
7. Forecasting and measuring demand
8. Consumer behavior
9. Target marketing - segmentation, targeting and positioning
10. Product, service and other entities
11. Product/entity life cycle and development of new products/entities
12. Brands
13. Price
14. Marketing channels
15. Marketing communications - advertising, sales promotion, public relations
16. Marketing communications - personal selling, direct marketing, word of mouth marketing, interactive marketing

COURSE WORK PLAN:

Lectures: 2 hours per week, with the aim to introduce students with major theoretical marketing concepts and their application to real Slovenian and worldwide practical cases.

Tutorial and seminars: 2 hours per week, which contribute to deeper understanding of theoretical marketing concepts with the examination of case studies. Students actively and in groups analyze real marketing problems and propose possible solutions, which are further discussed.

COURSE GRADE SYSTEM: The final grade is a combination of: the final (written) exam (60 %) or three midterm exams (60 %), active participation at tutorials and seminars (10 %) and project (30%).

Evaluation grades: positive results from 55 to 105 points; 55-64 (6), 65 - 74 (7), 75 - 83 (8), 84 - 90 (9), 91 - 105 (10).