

Faculty/Institute:	Faculty of Social and Economic Studies (FSE)
Course title:	Introduction to Marketing
Course code:	KEMA/W0009
ECTS:	4
Level of course:	Bachelor and master
Language of instruction:	English
Lectures/exercises:	0/2
Completion:	pre-exam-credit
Course goal:	The subject introduces the marketing conception, principle and modern approach to marketing. The objective is to emphasize its interdisciplinary characteristics and significance of the marketing approach to business management.
Abstract:	<ol style="list-style-type: none"> 1. Basic Terms of Marketing, Its Role. 2. Marketing Conceptions 3. Marketing Planning 4. Marketing Environment, External and Internal Factors 5. Marketing Information System, Information, Marketing Research 6. Buying Behaviour, Buying Decision Process, Factors Influencing the Buyer Behaviour 7. Market Strategy: STP, Other Strategies 8. Product: Classification, Conception, Branding, Services 9. Product: New Products, Life Cycle 10. Pricing, Pricing Methods 11. Product Distribution 12. Communication 13. Marketing Organizing, Integration and Control