

Study Programme: Engineering Management; Clothing Engineering; Information Technology; Management
Course Unit Title: Marketing management
Course Unit Code:
Name of Lecturer(s): Ass. Prof. Mihalj Bakator, PhD
Type and Level of Studies: Undergraduate studies
Course Status (compulsory/elective): Compulsory
Semester (winter/summer): Summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): distance learning
Number of ECTS Allocated: 6
Prerequisites: English B2
<p>Course Aims:</p> <ul style="list-style-type: none"> • Develop a robust understanding of both traditional and digital marketing concepts and strategies. • Obtain analytical skills for market research, competitive analysis, and understanding consumer insights. • Improve strategic planning abilities for effective marketing decision-making in diverse business scenarios. • Develop creative marketing campaigns and problem-solving. • Obtain a strong ethical foundation in all marketing activities.
<p>Learning Outcomes:</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a comprehensive understanding of marketing concepts, including segmentation, targeting, differentiation, and positioning. • Apply analytical tools and frameworks to conduct market research and environmental scanning. • Develop and critique marketing strategies, considering both ethical implications and business objectives. • Create comprehensive marketing plans, including product development, pricing strategies, promotional activities, and distribution decisions. • Effectively use digital marketing tools and understand their impact on consumer behavior and market dynamics. • Develop communication skills through presentations, reports, and team-based projects.
<p>Syllabus:</p> <p><i>Theory</i></p> <ul style="list-style-type: none"> • <i>Introduction to Marketing - Overview of marketing principles, evolution of marketing, role in strategic planning.</i> • <i>Market Research and Analysis - Techniques for gathering and analyzing market data, understanding customer needs.</i> • <i>Consumer Behavior - Psychological and sociological factors influencing consumer decisions, buyer personas.</i> • <i>Brand Management - Building and managing brand equity, brand positioning, brand loyalty.</i> • <i>Product Development and Lifecycle - Innovation in product development, product life cycle stages, portfolio management.</i> • <i>Pricing Strategies - Factors influencing pricing, pricing models, psychological pricing.</i>

- *Mid-term assessment (via test)*
- *Distribution and Channel Management - Distribution strategies, channel management, e-commerce impact.*
- *Integrated Marketing Communications - Role of advertising, public relations, sales promotion, and personal selling.*
- *Digital Marketing and Social Media - Digital marketing tools, social media strategies, online consumer engagement.*
- *Ethical Issues in Marketing - Ethical challenges, corporate social responsibility, ethical marketing practices.*
- *Advanced ICT implementation in marketing strategy development*

Practice

- End-term assessment (via test)
- Group projects (assignments, presentations)
- Group projects (assignments, presentations)

Required Reading: Primary Textbook: "Marketing Management" by Philip Kotler and Kevin Lane Keller.

Supplemental Readings: A selection of contemporary articles, case studies, and reports will be provided, focusing on current marketing trends and innovations.

Weekly Contact Hours: 1

Lectures: 2

Practical work: 2

Teaching Methods:

- Case Study Analyses: In-depth analysis of real-world marketing problems and strategic decision-making.
- Marketing Plan Project: Students will develop a comprehensive marketing plan for a product or service.
- Weekly Discussion Posts: Reflections and discussions on weekly readings and lectures.
- Mid-term and Final Exams: Assessing understanding of key concepts and application of marketing strategies.

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	30
Practical work	20	oral exam	30
Preliminary exam(s)	/	
Seminar(s)	10		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.