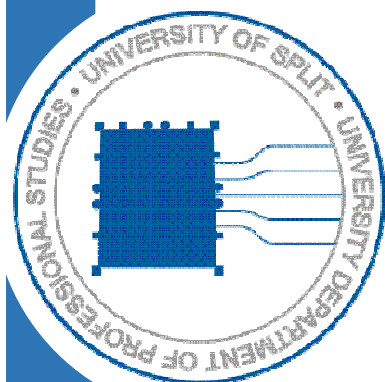


# Course syllabus

## Marketing



COURSE DETAILS		
<b><i>Type of study programme</i></b>	Undergraduate professional study programme- 180 ECTS	
<b><i>Study programme</i></b>	BUSINESS TRADE	
<b><i>Course title</i></b>	Marketing	
<b><i>Course code</i></b>	STP015	
<b>ECTS (Number of credits allocated)</b>	6	
<b><i>Course status</i></b>	Core	
<b><i>Year of study</i></b>	Second	
<b><i>Course Web site</i></b>	<a href="http://www.oss.unist.hr/">http://www.oss.unist.hr/</a>	
<b><i>Total lesson hours per semester</i></b>	Lectures	30
	Practicals	10
	Seminars	20
<b><i>Prerequisite(s)</i></b>	None	
<b><i>Lecturer(s)</i></b>	Ivona Jukić, MSc, senior lecturer	

## COURSE DESCRIPTION

<b><i>Course Objectives:</i></b>	<ul style="list-style-type: none"> <li>• understanding basic concepts in the area of marketing,</li> <li>• theoretical and practical preparation for the acquisition of knowledge from other professional and specialized fields,</li> <li>• develop marketing and critical way of thinking,</li> <li>• application of marketing knowledge in solving marketing problems.</li> </ul>
<b><i>Learning outcomes</i></b>  <b><i>On successful completion of this course, student should be able to:</i></b>	<ol style="list-style-type: none"> <li>1. define basic terms,</li> <li>2. explain the basic marketing concepts and strategies on practical example,</li> <li>3. develop a marketing plan,</li> <li>4. analyze the causes and consequences of various problem situations in the market place,</li> <li>5. choose an appropriate solution for specific marketing problem, starting from the acquired marketing knowledge.</li> </ol>
<b><i>Course content</i></b>	<p>The concept of marketing. Marketing Management. External marketing environment. Internal marketing environment. Market Research. Consumer behaviour in marketing decision making. Business-to-business marketing. Segmentation and selection of target markets. Differentiation and market positioning. Marketing planning in business. Preparation and development of a marketing plan. Mission operations. Analysis of the situation. The analysis of consumer behaviour and competition. Analysis of market opportunities and threats, strengths and weaknesses. Analysis of the total market and development opportunities. Objectives and choice of marketing strategies. Control of marketing activities. Strategies of the marketing mix: product. Strategies of the marketing mix: price. Strategies of the marketing mix: promotion. Marketing mix strategy: distribution. Relationship marketing. Social responsibility and ethics in marketing. Application of marketing in specific areas. Marketing in the Internet Age.</p>

## CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4,5
<i>Practicals</i>	10 hours / 0,33 ECTS	2,3,4,5
<i>Seminars</i>	20 hours / 0,67 ECTS	2,4,5
<i>Preparation and presentation of seminar work</i>	20 hours / 0,67 ECTS	1,2,4,5
<i>Business cases analysis</i>	10 hours / 0,33 ECTS	2,4,5
<i>Preparation of a marketing plan</i>	30 hours / 1 ECTS	1,2,3,4,5
<i>Self-study</i>	50 hours / 1,67 ECTS	1,2,3,4,5
<i>Office hours and final exam</i>	10 hours / 0,33 ECTS	1,2,3,4,5
<b>TOTAL:</b>	<b>180 hours / 6 ECTS</b>	<b>1,2,3,4,5</b>

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Class attendance and participation</i>	70 - 100	5
<i>Seminar work</i>	50-100	10
<i>First mid-term exam</i>	50-100	35
<i>Second mid-term exam</i>	50-100	35
<i>Team preparation of a marketing plan</i>	50-100	15

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	70
<i>Previous activities</i> <i>(include all continuous testing indicators)</i>	50 - 100	30
Testing indicators – makeup exam (third and fourth exam term)	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
<i>Practical exam (written)</i>	50 - 100	70
<i>Previous activities</i> <i>(include all continuous testing indicators)</i>	50 - 100	30

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 61%	<i>basic criteria met</i>	<b>sufficient (2)</b>
62% - 74%	<i>average performance with some errors</i>	<b>good (3)</b>
75% - 87%	<i>above average performance with minor errors</i>	<b>very good (4)</b>
88% - 100%	<i>outstanding performance</i>	<b>outstanding (5)</b>

### ADDITIONAL INFORMATION

Teaching materials for students, detailed course syllabus, current information and all other data are available by MOODLE system to all students.