**General information**

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| Course title: | **Fundamentals of Marketing** |
| ISVU[[1]](#footnote-1) course code: | Study of Hospitality Management, full time study |
| Studies in which the course is taught: | Tihana Cegur Radović, PhD., senior lecturer |
| Course Instructor: | - |
| Course Assistant: | 4 |
| ECTS credits: | Third semester |
| Semester of the course execution: | 2022/2023 |
| Academic year: | - |
| Exam prerequisites: | - |
| Lectures are given in a foreign language: | English |
| Aims: | The aim of the course is to introduce students to the role and significance of marketing as a business concept in the modern market economy. Also, the students will be introduced to the overall marketing management system as an assumption for making relevant business decisions. |

**Course**

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| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student’s requirements by type of teaching: |
| Lectures: | 2 | 30 | attendance 80% |
| Tutorials: | 2 | 30 | attendance 80% |
| Practical (lab) sessions: |  |  |  |
| Seminars: |  |  |  |
| Field work: |  |  |  |
| Other: |  |  |  |
| TOTAL: | 4 | 60 |  |

**Monitoring of students' work, knowledge evaluation and learning outcomes**

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| Formation of the grade during the implementation of teaching:  (Define from minimum 5 to maximum 10 learning outcomes) | **LEARNING OUTCOMES**  (upon completion of the course the student should be able to:) | **FACTORS AFFECTING THE GRADE** (e.g. term paper, practical work, presentation,...) | **MAXIMUM NUMBER OF POINTS PER FACTOR** |
| **I1:** Describe the term and concept of marketing and the importance of marketing activities in the contemporary business of the company and the process of business decision making in marketing. | Written exam  Oral exam | Written exam –  70 points  Final/oral exam- 30 points |
| **I2:** Explain the market research process, basic elements of the marketing environment, market segmentation, targeting and positioning. | Written exam  Oral exam |
| **I3:** Identify the basic characteristics and factors of consumer behavior. | Written exam  Oral exam |
| **I4:** Describe the product policy and price and as elements of the marketing mix. | Written exam  Oral exam |
| **I5:** Explain the distribution channels and promotion mix as elements of the marketing mix | Written exam  Oral exam |
| **I6:** Develop a marketing plan based on understanding the marketing environment and the results of market research. | Written exam  Oral exam |
| Alternative formation of the grade  ( I 1 – I 10) | **or alternative formation of the grade: I 1 – I 10** | | TOTAL: 100 points |
| Students' competencies | The student will acquire the general and professional competences required to understand marketing as a business concept and its role in the modern economy. The student will be able to independently create an analysis of the marketing environment, market research and a marketing plan for the company. | | |

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| Prerequisites for course approval (lecturer’s signature): | Min. 80% class attendance (lectures + tutorials) |
| Prerequisites for taking exams: | Lecturer’s signature |
| Grading scale: | (According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)  Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade. |

**ECTS structure**

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| ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account: | | | | | |
| **Attendance (active participation)** | **Term paper** | **Composition** | **Presentation** | **Continuous assessment and evaluation** | **Practical work** |
|  |  |  |  |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
|  |  | **2,8** | **1,2** |  | |

**Review of topics/units per week associated with learning outcomes**

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| Week | Lectures topics/units and learning outcomes: | Tutorials topics/units and learning outcomes: |
| 1. | Marketing as a modern concept of business. | Marketing as a modern concept of business. |
| 2. | Marketing development in modern life. | Marketing development in modern life. |
| 3. | Business decision making in marketing | Business decision making in marketing |
| 4. | Decision making process in marketing | Decision making process in marketing |
| 5. | The Marketing Environment and its impact on the marketing system | The Marketing Environment and its impact on the marketing system |
| 6. | Marketing Information Systems and Marketing Research | Marketing Information Systems and Marketing Research |
| 7. | The Marketing Planning process | The Marketing Planning process |
| 8. | Situation Analysis | Situation Analysis |
| 9. | Consumer Markets and Customer Buying Behavior | Consumer Markets and Customer Buying Behavior |
| 10. | Market Segmentation, Targeting and Positioning | Market Segmentation, Targeting and Positioning |
| 11. | Marketing mix: Products | Marketing mix: Products |
| 12. | Marketing mix: Price | Marketing mix: Price |
| 13. | Marketing mix: Place | Marketing mix: Place |
| 14. | Marketing mix: Promotion mix, Advertising | Marketing mix: Promotion mix, Advertising |
| 15. | Promotion mix:, Public Relations, Sales Promotion, Personal Selling, Direct and Online marketing | Promotion mix:, Public Relations, Sales Promotion, Personal Selling, Direct and Online marketing |

**References**

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| REFERENCES (compulsory/additional): |
| 1. Kotler, Ph,, Armstrong, G.: Principles of Marketing, Pearson, New York, 2018. 2. McDonald, M.: Marketing Plans, 6th Edition, 2007. 3. Grbac, B.: Stvaranje i razmjena vrijednosti, Ekonomski fakultet Sveučilišta u Rijeci, Rijeka, 2012. 4. Martinović, M.: Marketing u Hrvatskoj, 55 poslovnih slučajeva, Mate, Zagreb, 2012. 5. Renko, N., Brečić, R.: Marketing malih i srednjih poduzeća, Školska knjiga, Zagreb, 2016. |

**Exams for the academic year: 2022./2023.**

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| Exam dates: | According to the schedule of exams for academic year 2021/2022. |

**Contact information**

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| 1. Course Instructor/Lecturer: | Tihana Cegur Radović, PhD., Senior Lecturer |
| e-mail: | tcradovic@vuka.hr |
| Office hours / Consultations: |  |
| 2. Course Instructor/Lecturer: |  |
| e-mail: |  |
| Office hours / Consultations: |  |

1. ISVU – Information System of Higher Education Institutions in Croatia [↑](#footnote-ref-1)