



# KARLOVAC UNIVERSITY OF APPLIED SCIENCES

## SYLLABUS

### General information

Course title:	Fundamentals of Marketing
Studies in which the course is taught:	Study of Hospitality Management, full time study
Course Instructor:	Tihana Cegur Radović, univ. spec. oec., senior lecturer
Course assistant:	-
ECTS credits:	4
Semester of the course execution:	Third semester
Academic year:	2019./2020.
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

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:			
<b>TOTAL:</b>	<b>4</b>	<b>60</b>	

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

(Define exactly six 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
	<b>I1:</b> 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
	<b>I2:</b> Explain the market research process, basic elements of the marketing environment, market segmentation, targeting and positioning.	{Written exam Oral exam }	
	<b>I3:</b> Identify the basic characteristics and factors of consumer behavior.	{Written exam Oral exam }	
	<b>I4:</b> Describe the product policy and price and as elements of the marketing mix.	{Written exam Oral exam }	
	<b>I5:</b> Explain the distribution channels and promotion mix as elements of the marketing mix	{Written exam Oral exam }	



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	<b>I6:</b> 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 (I1 - I6)			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.		

Prerequisites for course approval (lecturer's signature):	Min. 80% class attendance (lectures + tutorials)
Prerequisites for taking exams:	Lecturer's signature
Grading scale:	<p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>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)</p> <p>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.</p>

### ECTS structure

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

Week	Lectures topics/units and learning outcomes:	Lectures 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



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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
8.	Consumer Markets and Customer Buying Behavior	Consumer Markets and Customer Buying Behavior
9.	Market Segmentation, Targeting and Positioning	Market Segmentation, Targeting and Positioning
10.	Marketing mix: Products	Marketing mix: Products
11.	Marketing mix: Price	Marketing mix: Price
12.	Marketing mix: Place	Marketing mix: Place
13.	Marketing mix: Promotion mix, Advertising	Marketing mix: Promotion mix, Advertising
14.	Promotion mix; Public Relations, Sales Promotion, Personal Selling, Direct and Online marketing	Promotion mix; Public Relations, Sales Promotion, Personal Selling, Direct and Online marketing
15.	Internet Marketing	Internet Marketing

#### REFERENCES:

1. Kotler, P., Armstrong, G.: Principles of Marketing, 15th Edition (Global Edition) Pearson Education, 2014.
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: 2019./2020.

**Exam dates:** According to the schedule of exams for academic year 2019./2020.

#### Contact information:

1. Course instructor/Lecturer	Tihana Cegur Radović, univ. spec. oec., Senior Lecturer
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