



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Marketing Basics								
1.2. Study Programme	Communication Management professional undergraduate study programme								
1.3. Course Short Name	OSMK	1.7. Year of Study	First						
1.4. Course Code	CM19103	1.8. Semester	First / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Ivan Pakozdi	2.6. Course Associates
2.2. Academic Rank	MA	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	ivan.pakozdi@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to the published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	<p>This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. The objective of this course is to provide students with insight into the theoretical and practical knowledge of marketing. Student of this course will familiarize with basic marketing concepts, learn how to distinguish basic elements of marketing and promotional mix and how the combination of elements of marketing and promotional mix are used in practice to achieve goals of the company and meet the needs of the market. The course directs students towards gaining basic marketing knowledge and introduces them with the possibilities of implementing marketing communication at all levels of human activities in micro and macro environments.</p>
------------------------	---



3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.																					
3.3. Learning Outcomes	<p>LO1: Define the basic characteristics, goals and tasks of marketing.</p> <p>LO2: Define market environment, consumer behaviour, and explain segmentation and market research procedures.</p> <p>LO3: Explain the elements of the marketing mix (4P): product, price, distribution, promotion, and their impact on product sales.</p> <p>LO4: Explain the basic characteristics of the promotional mix and its application in practice.</p>																					
3.4. Course Content	<ol style="list-style-type: none"> 1. Defining marketing; Misconceptions about marketing; Needs, wants and demand in marketing; Marketing management philosophies; Social marketing concept; Marketing process. 2. Marketing environment; Microenvironment and Microenvironment. 3. The impact of marketing on consumers, society and businesses; Customer - Consumer behaviour: Needs; Motives and Attitudes; Making a purchase decision process. 4. Market segmentation; STP process; Types of markets; Target market selection; Segmentation strategy. 5. (1P) Product: Product definition; Production program; Product quality; Product functionality; Product brand; Image products; Product life cycle; Brand creation strategy. 6. (2P) Price: Internal and external factors influencing the pricing decision; Pricing strategies. 7. (3P) Promotion: Defining promotion; Promotional mix; Advertising Public relations and publicity; Sales promotion; Personal sale; Border Promotional Activities. 8. (4P) Distribution; Channel Structure Decisions. 9. Marketing communications (MARCOMM); Marketing communication tools. 																					
3.5. Types of Class Activities	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;">X</td> <td>Field Trips</td> <td style="text-align: center;">X</td> <td>Multimedia and Network</td> <td style="text-align: center;">X</td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Seminars and Workshops</td> <td style="text-align: center;">X</td> <td>Distance Learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td style="text-align: center;">X</td> <td>Laboratory</td> <td style="text-align: center;">X</td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises	X	Field Trips	X	Multimedia and Network	X	Mentored Paper	X	Seminars and Workshops	X	Distance Learning	X	Independent Assignments	X	Laboratory	X	Misc.	
X	Lectures	X	Exercises	X	Field Trips	X	Multimedia and Network	X	Mentored Paper													
X	Seminars and Workshops	X	Distance Learning	X	Independent Assignments	X	Laboratory	X	Misc.													
3.6. Course Language	Croatian Language																					
3.7. Student Obligations	A requirement for the professor's signature is sufficient class attendance.																					
3.8. Monitoring Student Work and ECTS	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;">X</td> <td>Written Exam</td> <td style="text-align: center;">X</td> <td>Seminar Paper</td> <td style="text-align: center;">X</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;">X</td> <td>Project</td> </tr> <tr> <td style="text-align: center;">X</td> <td>Activities in Class</td> <td style="text-align: center;">X</td> <td>Oral Exam</td> <td style="text-align: center;">X</td> <td>Research</td> <td style="text-align: center;">X</td> <td>Essay</td> <td style="text-align: center;">X</td> <td>Misc.</td> </tr> </table>	1	Class Attendance	X	Written Exam	X	Seminar Paper	X	Preliminary Exam(s)	X	Project	X	Activities in Class	X	Oral Exam	X	Research	X	Essay	X	Misc.	
1	Class Attendance	X	Written Exam	X	Seminar Paper	X	Preliminary Exam(s)	X	Project													
X	Activities in Class	X	Oral Exam	X	Research	X	Essay	X	Misc.													
3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Grade Type</th> <th style="text-align: center;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance and class participation</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. 1st Preliminary exam</td> <td style="text-align: center;">40</td> </tr> <tr> <td>3. 2nd Preliminary exam</td> <td style="text-align: center;">55</td> </tr> <tr> <td>Total Points</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>		Grade Type	Points	1. Class attendance and class participation	5	2. 1 st Preliminary exam	40	3. 2 nd Preliminary exam	55	Total Points	100										
Grade Type	Points																					
1. Class attendance and class participation	5																					
2. 1 st Preliminary exam	40																					
3. 2 nd Preliminary exam	55																					
Total Points	100																					



3.10. Obligatory Literature

1. Kotler, P., Wong, V., Saunders, I., Armstrong, G. (2006). *Osnove marketinga*. Mate, Zagreb. (selected chapters and pages)

3.11. Supplementary Literature

1. Meler, M. (2005). *Osnove marketinga*, Ekonomski fakultet Osijek, Osijek.
2. Dibb, S., Simkin, L., Pride, W. M., Ferrell, O.C. (2006). *Marketing*, Mate, Zagreb
3. Kotler, P., Keller, K. L., Martinović, M. (2014). *Upravljanje marketingom*, 14. izdanje, Mate, Zagreb

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires