



INTRODUCTION TO MARKETING

Credit points:	5 CP
Study course annotation	The course provides an insight into market activities aimed at identifying and meeting the needs of market subjects and objects by way of exchange, as well as understanding the marketing processes in companies. Students gain an understanding of the essence and basic principles of marketing, as well as the use of basic marketing tools in business, including in Latvian
Aim of the study course	The aim of the discipline is to train specialists who are able to implement effective business marketing concept in practical application in the context of development of market relations
Tasks of the study course	<ul style="list-style-type: none"> teaching marketing theory and practice; acquisition of marketing theory and practice; implementation of marketing concept; development of the idea of marketing concept realization problems and opportunities in modern conditions; acquisition of market conjuncture skills; developing skills to apply the knowledge gained in a particular situation.
Studiju rezultāti	Knowledge Upon successful completion of this course students should know: <ul style="list-style-type: none"> basic concepts and categories in the field of marketing; marketing functions, goals and objectives; the role and functions of the marketing communication system in the operation of the company; key tools for marketing research; business aspects of planning and implementing marketing communications for a company, assessing the effectiveness of its individual components and the company as a whole.
	Abilities <ul style="list-style-type: none"> are able to assess the market position of a company, to see problems, contradictions, development and the main influencing factors, are able to evaluate the company's competitors and competitiveness using the acquired basic knowledge; are able to apply the knowledge gained in the program in different situations, working in a team or individually.
	Competences <ul style="list-style-type: none"> are able to independently obtain, select and evaluate information in marketing research; are able to analyze information, explain facts and discuss reasonably the development of an organization's marketing strategy; are able to demonstrate the use of various marketing communication tools; are able to evaluate the effectiveness of the marketing company and the chosen strategy; are able to prepare and present marketing-related projects in a qualified manner; are able to carry out study activities and research on marketing issues, interpret and analyze their results.
Study course plan:	
No.	Topics
1.	Introduction to Marketing. The essence of marketing
2.	Methodological basics of marketing
3.	Marketing research. Market research
4.	Structure of marketing activities (Marketing MIX). Product as a marketing - MIX element
5.	Price as an element of marketing - MIX



6.	Promotion of goods as an element of marketing - MIX
7.	Distribution of goods as an element of marketing - MIX
8.	Planning of the company's marketing activities
9.	Marketing control and audit
Form of final examination:	
	exam
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Praude V. Mārketings. Teorija un prakse. 1. grāmata. - 3. izd. - Rīga: Burtene, 2011. - 522 lpp.2. Praude V. Mārketings. Teorija un prakse. 2. grāmata. - 3. izd. - Rīga: Burtene, 2011. - 340 lpp.3. Caurkubule Ž., Višņevska A. Mārketinga pamati. - Rīga : Merkūrijs LAT, 2006. - 175 lpp.4. Berkowitz, Eric N. Marketing / Eric N. Berkowitz, Roger A. Kerin, Wiliam Rudelius. - 2nd ed. - Richard D. IRWIN, Inc., 1989. – 752 p.	
Study course supplementary literature:	
<ol style="list-style-type: none">1. Žanna Caurkubule. Mārketings. Lekciju kurss-konspēkts un kontroluzdevumi klātienē, neklātienē un distanta apmācībai -Rīga, 2005.2. Kotlers F. Mārketinga pamati; no angļu val. tulk. Teika Lapsa. - Rīga: JUMAVA. - 2006. - 647 lpp.3. Praude V. Integrētā mārketinga komunikācija. 1 grāmata / Valērijs Praude, Jeļena Šalkovska. - Rīga: Burtene, 2015. - 462 lpp.4. Praude V. Integrētā mārketinga komunikācija. 2 grāmata / Valērijs Praude, Jeļena Šalkovska. - Rīga: Burtene, 2015. - 406 lpp.5. Blaits Dž. Mārketings. Rokasgrāmata /no angļu val. tulk. Ilze Dukāte. - Rīga: Zvaigzne ABC, 2004. - 284 lpp.6. Blythe J. Consumer Behaviour. - 2nd ed. - SAGE Publications Ltd, 2013. - 450 p.7. Malhotra N. K. Marketing Research an Applied Orientation. - 4th ed. - Prentice Hall, 2004. – 713 p.8. Акулич И.Л. Маркетинг: учебник . - 3-е изд. - Минск: Вышэйшая школа, 2004. - 463 с.9. Акулич И.Л. Практический маркетинг / И.Л. Акулич, И.З. Герчиков. - Минск: Паблішинг Хауз, 2011. - 424 с.10. Паттен Д. Успешный маркетинг для малого бизнеса /пер. с. англ. В.Петрашек. - Москва : ФАИР-ПРЕСС, 2003. - 368 с.	
Periodicals and other sources of information:	
<ol style="list-style-type: none">1. Žurnāls “Latvijas ekonomists”2. Komersants Baltic & Nova Media3. Avīze “Dienas bizness”4. www.csb.gov.lv5. http://ec.europa.eu/eurostat	
During the study process changes and additions to the program and the list of references are possible	