

MARKETING

Credit points	6 CP		
Study course annotation	The course "Marketing" is a basic one and is devoted to the study of basic concepts and modern concepts of marketing, as well as modern marketing tools. The course will talk about how to conduct marketing research, develop a marketing plan, segment the market and choose the target audience, correctly promote the product, including on the Internet.		
The aim of the course	The purpose of mastering the “Marketing” course is to assure students of modern marketing concepts, as well as students' ability to use marketing tools in practice.		
Description of the results of the study course and assessment criteria:	Knowledge	Skills (knowledge, communication, general skills)	Competence (analysis, generalization and evaluation)
	Know the basic concepts and provisions of marketing Understand the basic functions of marketing in a company Know the main stages of developing a marketing plan Know the stages of the consumer decision-making process on the purchase Understand the differences between qualitative and quantitative marketing research	Analyse marketing politics in countries, formulate and argument problems; Analyse and compare marketing strategy of various countries; Identify the specific features of the marketing strategy under the condition of the global economic challenges; Assess the effects of digital marketing-	Evaluating market aspects of international business environment; Recognizing marketing risks, trends in marketing, global trends; Conducting independent marketing and management report
Content of the course	Topics		
	1	Introduction to Marketing (Market Orientation, Basic Marketing Concepts, The Evolution Of Marketing, Stakeholder concept)	
	2	Marketing strategy (Segmentation, Targeting, Product Positioning)	
	3	Consumer behavior (The concept of "consumer behavior», Types of Decision to Purchase, Steps for making a purchase decision)	
	4	Marketing research (Classification of Marketing Research, Qualitative Marketing Research Methods)	
	5	Market analysis (Environmental analysis, Competitor analysis McKinsey Matrix's analysis)	
	6	Marketing planning	
	7	Productive company strategy	
	8	Marketing communications (The basics of marketing communications, public relations, Advertising, Internet promotion, Direct sales, Sales promotion)	
	9	Branding (Brand definition, Brand identity, Product Levels, Brand Models, Brand ladder)	
	10	Marketing metrics (Definition of marketing metrics, Goals and objectives of marketing metrics, Basic concepts of marketing metrics, Consumer metrics)	
11	High Tech Marketing (Marketing and types of innovation, The evolution of consumer demands, Technology Adoption Cycle, Customer development)		



	12	B2B Marketing (Interaction in B2B markets, Characteristics of B2B markets, B2B Marketing Features)
Form of assessment:	Exam	
Required reading:		
<ol style="list-style-type: none">1. Marketing Management, by Philip Kotler2. Mārketings 1. daļa - Valērijs Praude3. Influence: The Psychology of Persuasion, By Robert Cialdini4. Selling the Invisible: A Field Guide to Modern Marketing, By Harry Beckwith5. Strategic Marketing Management Paperback by Lambin J-J		
Recommended reading:		
<ol style="list-style-type: none">1. Payne A., Ballantyne D., Christopher M. A stakeholder approach to relationship marketing strategy: The development and use of the “six markets” model // European Journal of Marketing. – 2005. – T. 39. – №. 7/8. – C. 855-871.2. Sheth J. N. Impact of emerging markets on marketing: Rethinking existing perspectives and practices //Journal of Marketing. – 2011. – T. 75. – №. 4. – C. 166-182.		
Other information sources:		
<ol style="list-style-type: none">1. Rogers E. M. Diffusion of innovations. – Simon and Schuster, 2010.2. Festinger L. A theory of cognitive dissonance. – Stanford university press.3. Elzinga D. et al. The consumer decision journey //McKinsey Quarterly. – 2009. – T. 3. – C. 96-107.		
During the study process changes and additions to the program and the list of references are possible		