

COURSE DESCRIPTION

University: University of Presov	
Faculty/university workplace: Faculty of Management and Business	
Code: 7MMO/MARK-ER/24	Course title: Marketing
Type, scope and method of educational activity: 1 seminar per week, 1 lecture per week	
Number of credits: 5	
Recommended semester: WS/SS	
Study grade: 1.	
Prerequisites:	
<p>Conditions for passing the course: 1. The condition of participation in the exam is the granting of credit</p> <p>2. The evaluation of the subject consists of the following components:</p> <p>2a) written examination of knowledge: 10 points,</p> <p>2b) written examination of knowledge: 10 points,</p> <p>2c) successful defense of the seminar work: 10 points.</p> <p>The condition for awarding credit is obtaining at least 6 points in each of the listed assessment components 2a), 2b), 2c) and active work at lectures and seminars during the semester.</p> <p>Additional conditions:</p> <p>Mandatory participation in lectures and seminars also in online form.</p> <p>Successful verification of knowledge 2a), 2b), 2c) online form in the MS Teams / Moodle system:</p> <p>- 2a) I. online knowledge test 5th week</p> <p>- 2b) II. online knowledge test 9th week</p> <p>3 weeks uploading all presentations to the MS Teams system.</p> <p>11 weeks uploading the Google digital garage certificate to the MS Teams system.</p> <p>Exam – written online form in the MS Teams / Moodle system.</p> <p>Continuous evaluation: 30 points</p> <p>Final evaluation: 100 points</p>	
<p>Learning outcomes: The graduate of the subject acquires knowledge, skills and competences.</p> <p>Knowledge:</p> <p>A graduate of the marketing subject can, in the field of declarative and operative knowledge, acquired, internalized knowledge:</p> <ul style="list-style-type: none"> - define and interpret basic terms and definitions from marketing issues; - define methods of market research, competitive analysis and consumer surveys - argue and define the importance of knowledge of this issue for managerial and marketing purposes; - specify the differences and define the specifics of marketing across the various media on which it is applied; 	

- describe the importance of establishing a marketing strategy for the business segment;
- characterize the principles, tools and processes in the marketing of trade and service enterprises;
- explain the principles of creating a marketing strategy for a trade and service enterprise;
- define the course and components of marketing communication in all media;
- describe the principles of management, performance measurement and control of activities for a job position in the marketing department of a trade and service company;
- to characterize the issue of marketing, implications for practice.

Skills:

- apply the principles of marketing to the practice of business management;
- apply basic business activities and basic principles of marketing in practice,
- declare your ability to create marketing campaigns also on the labor market and in real sales assignments;
- acquire know-how in using a set of tools and platforms used in marketing practice, can navigate their interface;
- propose concepts for individual advertising campaigns and promotions;
- apply basic business activities and basic principles of marketing in practice;
- prepare assignments and requests for research agencies,
- prepare assignments and requests for advertising agencies,
- organize the work of the employees of the marketing department,
- skill in evaluating the effectiveness of marketing campaigns for sales purposes used by entities in practice;
- organize the work of marketing department employees;
- assess the proposals of employees for marketing processes, activities and tools.

Competencies:

- the ability to design procedures for creating marketing campaigns for businesses in practice,
- the ability to independently and independently make decisions and solve problematic situations related to marketing,
- the ability to think critically in a given issue and lead a professional discussion on related topics,
- strong customer orientation ability;
- ability of adaptability and flexibility;
- ability to communicate with people;
- strong customer orientation ability.

Course content:

1. Marketing as a theoretical and practical discipline, reasons for its creation, definitions. Historical development of marketing. Content and essence of marketing, needs, wants, demand, products, exchange, transaction, target markets and principle of segmentation. Marketing management, marketing concepts. Marketing environment. Macro environment and micro environment of the company. The process of monitoring the marketing environment. Internal and external environment of the company. Analysis of the external and internal environment, SPACE, SWOT analysis. Target marketing, market segmentation, market objectives and market positioning and market position.
2. Marketing information system and its components. Marketing research. Information sources of marketing research. Breakdown of marketing research, secondary, primary,

quantitative and qualitative research. Purchase behavior of consumers. Consumer market and consumer buying behavior. Factors affecting consumer behavior, types of purchasing decisions and purchasing roles, the process of purchasing decisions and purchasing decisions about new products, future trends in purchasing behavior in consumer markets. Organizational markets and organizational buying behavior, B2B versus consumer market, buying situations and decision making unit, stages of the buying process in organizations. Other e-commerce concepts: B2B, B2C, C2C, C2B, B2G.

3. Marketing mix from the perspective of its historical development and current form. Marketing - mix in the classical concept of the "4P" model (Neil Borden, E. Jerome McCarthy and others), modern and specific models of the marketing mix, possibilities for its further expansion in individual areas of economic activities and industries. The "4C" model in relation to the "4P" model. Basic introductory characteristics of the most important marketing tools.

4. Product in the sense of marketing, product policy. Product concept and classification, product levels. Decision making about products, product quality and design, product brand, packaging and its functions. Product mix and product line. New product development process. Product life cycle and marketing strategies. Shortening and extending the product life cycle.

5. Price policy in marketing. Approaches, principles of pricing and purpose of pricing policy. Current pricing methods. Pricing of new products, pricing strategies for the product mix, strategies for price adjustments and price changes. Price adjustments and price differentiation. Selected modern methods of marketing pricing, configurational frequency analysis, price sensitivity test. Break-even analysis – analysis of the break-even point, calculation of the price as a guideline of the revenue line, other marketing contexts.

6. Marketing communication policy. Communication process and communication model. Marketing communication and integrated marketing communication system. Models of customer response to marketing communications. Communication mix. Advertising. Goals and forms of advertising. The main areas of decision-making about advertising, mass media. Communication and sales effect of advertising.

7. Public relations. The development and importance of public relations. The main means of public relations. Differences between public relations and advertising. Other attributes of public relations. Image of the organization and its relationship to corporate culture. Image determinants, image measurement, image tests. Product sales support as part of marketing communication policy, basic forms of sales support, sales support techniques, sales support goals and tools. Personal selling and sales management. Process and assessment of personal selling, sales strategies and assessment of sales personnel, personnel management in the field of company marketing.

8. Significant other components of the integrated marketing communication mix today. Direct marketing. Sponsoring, Internet and e-marketing communication, comparison of traditional media with the Internet, basic types of Internet advertising. Event marketing and guerilla marketing. The need and necessity of integrated marketing communication. Specifics of e-marketing. E-marketing mix. E-market segmentation. E-marketing and its forms. Webpages. Optimization for search engines. Internet and advertising. Weblogs. Social media.

9. Marketing distribution policy. The essence and importance of distribution policy, types of distribution, roles and functions of distribution. Marketing sales channel, essence of sales channels, functions of sales channels, structure of sales channels, strategy of sales channels, typology of sales channels, direct and indirect sales channels, selection and organization of sales channels, importance of logistics and marketing of the sales channel. Introducing innovative systems into sales channels. Marketing strategy. Wholesale and retail.

10. Marketing of intangible products. Marketing services. The essence, meaning of services and their specific characteristics. Marketing mix of services. Marketing of organizations, people, locations, ideas. Art marketing and related specific concepts. Other important areas - educational marketing, social marketing, "celebrity" marketing, tourism marketing and others. Alternative extensions of the marketing mix, trends in development in theory and in the application of marketing tools and concepts of the marketing mix. Marketing of non-profit organizations. Personnel marketing, essence of personnel marketing, starting points, concept, process, functions, tools of personnel marketing.

11. Marketing management and marketing planning. Role and importance of marketing plan, current marketing situation - marketing audit, creation of marketing strategies, implementation of marketing strategies and marketing budget, short-term, medium-term and long-term planning. The planning process. Strategic planning, mission of the company, evaluation of the internal and external environment, setting the goals of the organization. Creating a portfolio of activities, BCG matrix, GE matrix, creating growth strategies. Marketing control. Specifics of marketing strategies, marketing innovations.

12. Basic specifics and concepts of international marketing. International marketing mix. International marketing environment. International marketing research and the risks of international business. Decision-making by companies on entering international markets.

13. Ethics and code of ethics in marketing. Ethics in marketing and business ethics. Legal aspects of selected areas of marketing. Essence, meaning and breakdown of ethical codes, AMA Code of Ethics. Ethical aspects in selected areas of marketing activities.

Odoslať spätnú väzbu

Bočné panely

Recommended literature:

ARMSTRONG, Gary, KOTLER, Philip a OPRESNIK, M. Oliver, 2019. Marketing: An Introduction. London: Pearson. ISBN 9781292294865.

BAČÍK, R., J. GBUROVÁ a I. FEDORKO, 2013. Public relations v súčasnom manažmente – nové trendy. Prešov: Bookman, s.r.o. ISBN 978-80-89568-72-7.

BAČÍK, R., J. GBUROVÁ a L. SUHÁNYI, 2012. Marketing vybraných oblastí. Prešov: Bookman, s.r.o. ISBN 978-80-89568-22-2.

GBUROVÁ, Jaroslava a Radovan BAČÍK, 2014. Marketingová komunikácia – vybrané oblasti. Prešov: Bookman, s.r.o. ISBN 978-80-8165-063-5.

GBUROVÁ, Jaroslava a Radovan BAČÍK, 2014. Marketingový mix. Prešov: Bookman, s.r.o. ISBN 978-80-8165-064-2.

KOTLER, Philip a Gary, ARMSTRONG, 2017. Principles of Marketing. New York: Prentice Hall. ISBN 9781292220178.

KOTLER, Philip a Kevin Lane, KELLER, 2015. Marketing management. London: Pearson Education Limited. ISBN 1292092629.

SMITH, PR. a ZOOK, Ze. 2019. Marketing Communications. London: Kogan Page. ISBN 0749498641.

SUHÁNYI, L., 2013. Výskum trhu. Prešov: Bookman, s.r.o. ISBN 978-80-8165-017-8.

ŠTEFKO R. a kol., 2012. Základy marketingu. Prešov: Bookman, s.r.o. ISBN 978-80-89568-07-9.

ŠTEFKO, R. a kol., 2013. Marketing našej súčasnosti. Prešov: Bookman, s.r.o. ISBN 978-80-89568-99-4.

ŠTEFKO, R., 1997. Marketingová komunikácia a stratégia dominancie public relations podniku. Bratislava: Bedeker Slovakia. ISBN 80-967443-2-1.

ŠTEFKO, R., 2003. Akademické marketingové inštrumentárium v marketingu vysokej školy. Bratislava: Royal Service. ISBN 80-968379-5-8.

ŠTEFKO, R., J. GBUROVÁ, R. BAČÍK a P. DORČÁK. 2012. Úvod do marketingu služieb. Prešov: Bookman, s.r.o. ISBN 978-80-89568-35-2.

ŠTEFKO, Róbert a Ivana ŠINDLEROVÁ, 2005. Prípadové štúdie z marketingu. Prešov: PU v Prešove. ISBN 80-8068-431-6.

ŠTEFKO, Róbert a Jaroslav, KRAJŇÁK, 2013. An Analytical View on Fine Arts Marketing. Katowice: Publishing house of Jerzy Kukuczka Academy of Physical Education in Katowice. ISBN 978-83-64063-21-7.

ŠTEFKO, R., OLEÁROVÁ, M., 2023. Marketingový manažment a významné súvislosti, prístupy, stratégie. BookMan, pp. 120. ISBN 978-80-8165-524-1.

ŠTEFKO, R., BIRKNEROVÁ, Z. et al., 2023. Neuromarketing Attributes in the Context of Determinants of Business Behavior and Neurolinguistic Programming. Peter Lang, pp. 170. ISBN 978-3-631-89786-7

Current magazine domestic literature.

Current magazine foreign literature is preferred.

Language which is necessary to complete the course: English language

Notes:

Course evaluation

Total number of students evaluated: 0

A	B	C	D	E	FX
a	b	c	d	e	f

100 – 91 points A, 90 – 81 points B, 80 – 71 points C, 70 – 61 points D, 60 – 51 points E, 50 and less FX.

Completion of the course is conditional upon successful completion of the set conditions and fulfillment of the conditions of participation according to the Study Regulations of the PU in Prešov.

Lecturers: PhDr. Jakub Horváth, PhD., MBA, MSc.

Date of last change: 29.4.2024

Approved by: prof. PhDr. Radovan Bačík, PhD., MBA, LL.M.