

## Information sheet for the course Marketing Management in English

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>	
<b>Course unit code:</b> <i>LZV53</i>	<b>Course unit title:</b> <i>Marketing Management in English</i>
<b>Type of course unit:</b> <i>optional</i>	
<b>Planned types, learning activities and teaching methods:</b> <i>Lecture:</i> <i>Seminar: 2 hours weekly/28 hours per semester of study; face to face</i>	
<b>Number of credits:</b> <i>3</i>	
<b>Recommended semester:</b> <i>4. semester 2. year</i>	
<b>Degree of study:</b> <i>II. (engineer, magister)</i>	
<b>Course prerequisites:</b> <i>none</i>	
<b>Assesment methods:</b> <i>Conditions for passing the course: To obtain the evaluation of A it is necessary to achieve at least 80%, to obtain the evaluation of B at least 70%, for the evaluation of C at least 65%, for the evaluation of D at least 60% and for the evaluation of E at least 55%. At the end of the semester during the examination period: written essay. Final evaluation: Evaluation of the written essay. Final evaluation: Achieved average.</i>	
<b>Learning outcomes of the course unit:</b> <i>A student completing the course acquires an overview of the base of theoretical knowledge in the field of marketing management, an overview of the essential marketing tools as well as their management and mutual interaction. The student will be able to apply acquired knowledge in solving problems faced by the current practice of marketing management and to seek ways of effective, marketing strategies of how to succeed on the market. The student will understand the current issues of competitive marketing environment and be familiar with modern forms of work with individual elements in the marketing mix. After successful completion of a learning process the student is ready to pursue further university studies.</i>	
<b>Course contents:</b> <i>1. Definition of content of marketing management, basic assumptions.</i> <i>2. Marketing and marketing management, commonalities, differences.</i> <i>3. The market, the substance of market, market segmentation, market mechanism.</i> <i>4. Establishment of marketing environment, microenvironment and macro environment, portfolio analysis.</i> <i>5. Socio-economic characteristics of the customer, the relationship of the customer to the market and the company, the customer's personality.</i> <i>6. The product as utility value, relationship to the market and customer, market position, product life-cycle.</i> <i>7. Marketing research of a customer and market behavior.</i> <i>8. Marketing strategy and strategic marketing management.</i> <i>9. Strategy of marketing corporation, PIMS, value chain, orientation of the market strategy.</i> <i>10. The product strategy of firm, product innovation, new product, pricing strategy, competitors analysis.</i> <i>11. Communication strategy of firm with market and customers.</i> <i>12. Distribution policy of firm, wholesale, retail, business and trade services.</i> <i>13. Globalization and transnational companies, electronic communication and information revolution in marketing.</i>	

**Recommended of required reading:**

*Kotler, P. – Keller, K. L.: Marketing Management. Prentice Hall, New Jersey 2006*

*Peter, J. P. – Donnelly, J.H.: Marketing Management: Knowledge and Skills. McGraw – Hill/ Irwin, Boston 2010*

*Winner, R. – Dhar, R.: Marketing management. Prentice Hall, New Jersey 2010*

**Language:** *English*

**Remarks:**

*The course is offered in the summer semester of the second year of full-time graduate studies and in the summer semester of the second year of external graduate studies. This course is elective.*

*The number of students in a seminar group ranges from 20 to 25 students.*

**Evaluation history:**

A	B	C	D	E	FX
50.0	38.46	11.54	0.0	0.0	0.0

**Lectures:**

*prof. Ing. Mag. Dr. Herbert Strunz*

**Last modification:** 29.05.2014

**Supervisor:** *doc. Mgr. Sergej Vojtovič, DrSc.*