

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean: Prof. Stoyan Marinov, PhD

SYLLABUS

SUBJECT: MARKETING

DEGREE PROGRAMME: International Business, Business and management, Accounting; BACHELOR`S DEGREE

YEAR OF STUDY: 2; SEMESTER: 3

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	165	-

Prepared by:

1.
(Assoc. prof. Vladimir Zhechev, PhD)
2.
(Senior assist prof. Mariya Georgieva, PhD)

Head of department

of Marketing:

(Prof. Evgeni Stanimirov, PhD)

I. ANNOTATION

The course "Marketing" aims to introduce students to the fundamental marketing concepts and their practical application in international business. The course structure provides the acquisition of knowledge, skills and competences, not only related to basic marketing planning processes, but also associated with: functioning of marketing information systems, consumer/corporate buying behavior and decision making, development of marketing mix in an international context, as well as with the specificity of portfolio matrices in different business conditions.

The course is designed to give students a more complete look at contemporary marketing concepts and models and to facilitate the development of critical and evaluative approach to marketing analysis. In addition to acquiring marketing knowledge, students will participate in a variety of interactive teaching and learning methods that can facilitate the future work placement of graduates on international labor markets.

Upon completion of the course, students are expected to acquire knowledge and skills in fundamental marketing theory and practice and to be able to:

- demonstrate a critical understanding of the essence of marketing in today's changing organizational environment by analyzing and solving problems.*
- apply an analytical and evaluative approach to the analysis of marketing activities using fundamental marketing knowledge.*
- Critically evaluate models of consumer behavior, market development, tactics and methodologies for analyzing the marketing function of organizations.*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. Marketing: Creating and Capturing Customer Value		3	3	
1.1.	Marketing Defined. Key terms and nature of the Marketing Process			
1.2.	Marketing Concepts Evolution			
1.3.	Understanding the marketplace and customer needs			
1.4.	The changing marketing landscape. Marketing challenges			
Theme 2. Analyzing the Marketing Environment		6	3	
2.1.	The Microenvironment			
2.2.	The Macroenvironment			
2.3.	The Internal Marketing Environment.			
2.4.	How marketers are responding to the changing environment			
Theme 3. Managing Marketing Information System to gain Customer Insights		6	3	
3.1.	MIS Structure			
3.2.	Internal databases			
3.3.	Marketing Research			
3.4.	Marketing Intelligence			
3.5.	Developing marketing information			
3.6.	MIS and Marketing Decisions Making			
Theme 4. Consumer Markets and Consumer Buyer Behavior		6	3	
4.1.	Consumer Market			
4.2.	Model of Consumer Behavior			
4.3.	Characteristics affecting consumer Behavior			
4.4.	Types of buying decision behavior			
4.5.	The buyer decision process			
4.6.	The buyer decision process for new products			
Theme 5. Business Markets and Business Buyer Behavior		3	3	

5.1.	Business market			
5.2.	Business buyer behavior			
5.3.	Major influences on Business Buyers			
5.4.	The business buying process			
Theme 6. Customer – Driven Marketing Strategy: Creating Value for Target Customers		6	3	
6.1.	Market segmentation			
6.2.	Market targeting			
6.3.	Differentiation and positioning			
Theme 7. Products, Services and Brands: Building Customer Value		6	3	
7.1.	The Product as element in the Marketing mix			
7.2.	Product – Definitions and Classifications			
7.3.	Levels of product and Services			
7.4.	Product and service decisions			
7.5.	Product Life Cycle Strategies			
7.6.	The new product development process			
Theme 8. Pricing: Understanding and Capturing Customer Value		3	3	
8.1.	Price Dimensions in Marketing Mix			
8.2.	Major pricing strategies			
8.3.	Internal and External factors affecting price decisions			
Theme 9. Marketing channels: Delivering Customer Value /Distribution/		3	3	
9.1.	The nature and importance of marketing channels			
9.2.	Channel behavior and organization			
9.3.	Channel design decisions			
9.4.	Channel management decisions			
9.5.	Marketing logistics and Supply chain management			
Theme 10. Communicating Customer Value: Integrated Marketing Communications Strategy		3	3	
10.1.	The Promotion Mix. Integrated Marketing Communications			
10.2.	Communication Process. Steps in delivering effective marketing communications			
10.3.	Advertising and Public Relations			
10.4.	Personal selling and Sales promotion			
10.5.	Direct and Online Marketing			
Total:		45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	40
1.2.	Test (mixed questions)	1	20
1.3.	In-class case studies	2	20
Total midterm control:		4	80
2.	Final term control		
2.1.	Examination (test)	1	85
Total final term control:		1	85
Total for all types of control:		5	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Kotler, P. and Armstrong, G. (2017), *Principles of Marketing*. 17th Edition. Pearson Prentice Hall.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Boone, Louis E. and David L. Kurtz (2006), *Contemporary Marketing*, 12th Edition, Thomson South-Western.
2. Kotler, Philip and Kevin Lane Keller (2006), *Marketing Management, 12th Edition*, Prentice-Hall.
3. Perreault, William D. and E. Jerome McCarthy (2006), *Essentials of Marketing, 10th Edition*, McGraw Hill.
4. Pride, William M. and O. C. Ferrell (2006), *Marketing*, Houghton Mifflin.