



## ***COURSE SYLLABUS***

### **General information**

Course title:	Fundamentals of Marketing
ISVU course code:	
Course instructor:	Tihana Cegur Radović, PhD., Senior Lecturer
Course assistant:	-
Study programme and specialization in which the course is taught:	Study of Hospitality Management, full time study
ECTS credits:	4
Semester of the course execution:	III
Exam prerequisites:	-
Course objectives:	The aim of the course is to introduce students to the role and significance of marketing as a business concept in the modern market economy. In addition, the students will be introduced to the overall marketing management system as an assumption for making relevant business decisions.

### **Course structure**

<b>Teaching mode</b>	<b>Number of contact hours per semester:</b>	<b>Student's requirements per teaching mode</b>
Lectures:	30	attendance 80%
Exercises (auditory, linguistics):	30	attendance 80%
Exercises (laboratory, practical):		
Field work:		
Other:		
<b>TOTAL:</b>	<b>60</b>	

### **Monitoring of students' work and knowledge evaluation during the course**

<b>OUTCOMES</b>		<b>Written exam</b>	<b>Final work</b>	<b>Oral exam</b>	<b>Total</b>	<b>Pass</b>	<b>Time frame for the recognition of the outcome</b>
Outcome 1	<b>I1:</b> Describe the term and concept of marketing and the importance of marketing activities in the contemporary business of the company and the process of business decision making in marketing	10%		6%	16%	8%	academic year
Outcome 2	<b>I2:</b> Explain the market research process, basic elements of the marketing environment, market segmentation, targeting and positioning	10%		6%	16%	8%	academic year
Outcome 3	<b>I3:</b> Identify the basic characteristics and factors of consumer behavior	10%		6%	16%	8%	academic year
Outcome 4	<b>I4:</b> Describe the product policy and price and as elements of the marketing mix	10%		6%	16%	8%	academic year



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Outcome 5	<b>I5:</b> Explain the distribution channels and promotion mix as elements of the marketing mix	10%		6%	16%	8%	academic year
Outcome 6	<b>I6:</b> Develop a marketing plan based on understanding the marketing environment and the results of market research		20%		20%	10%	academic year
Total % grade points		50%	20%	30%	100%	50%	
Share in ECTS		2,5	1	1,5	5		

### Knowledge evaluation on exams

Exam prerequisites					
OUTCOMES		Written exam	Oral exam	Total	Pass
Outcome 1	<b>I1:</b> Describe the term and concept of marketing and the importance of marketing activities in the contemporary business of the company and the process of business decision making in marketing	10%	6%	16%	8%
Outcome 2	<b>I2:</b> Explain the market research process, basic elements of the marketing environment, market segmentation, targeting and positioning	10%	6%	16%	8%
Outcome 3	<b>I3:</b> Identify the basic characteristics and factors of consumer behavior	10%	6%	16%	8%
Outcome 4	<b>I4:</b> Describe the product policy and price and as elements of the marketing mix	10%	6%	16%	8%
Outcome 5	<b>I5:</b> Explain the distribution channels and promotion mix as elements of the marketing mix	10%	6%	16%	8%
Outcome 6	<b>I6:</b> Develop a marketing plan based on understanding the marketing environment and the results of market research	20%		20%	10%
Total % of grade points		70%	30%	100%	50%
Share in ECTS					

### Review of units per week with associated learning outcomes

Week	Lecture course content and learning outcomes:	Outcome	Exercises course content and learning outcomes:	Outcome
1.	Marketing as a modern concept of business	I1	Marketing plan	I6
2.	Marketing social responsibility and ethics	I1	Marketing plan	I6
3.	The Marketing Environment and its impact on the marketing system	I2, I6	The Marketing Environment and its impact on the marketing system	I2, I6
4.	The Marketing Planning process	I2, I6	The Marketing Planning process	I2, I6
5.	Marketing Information Systems and Marketing Research	I2, I6	Marketing Information Systems and Marketing Research	I2, I6



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6.	Consumer Markets and Customer Buying Behavior	13, 16	Consumer Markets and Customer Buying Behavior	13, 16
7.	Market Segmentation, Targeting and Positioning	12, 16	Market Segmentation, Targeting and Positioning	12, 16
8.	Marketing mix	14, 16	Marketing mix	14, 16
9.	Marketing mix: Products	14, 16	Marketing mix: Products	14, 16
10.	Marketing mix: Price	14, 16	Marketing mix: Price	14, 16
11.	Marketing mix: Distribution Channels	15, 16	Marketing mix: Distribution Channels	15, 16
12.	Marketing mix: Promotion	15, 16	Marketing mix: Promotion mix	15, 16
13.	Promotion mix	15, 16	Presentations	16
14.	Digital Marketing	15, 16	Presentations	16
15.	Elements of Digital Marketing	15, 16	Presentations	16

### **References (compulsory / additional)**

1. Kotler, Ph., Armstrong, G.: Principles of Marketing, Pearson, New York, 2018.
2. McDonald, M.: Marketing Plans, 6th Edition, 2007.
3. Martinović, M.: Marketing u Hrvatskoj, 55 poslovnih slučajeva, Mate, Zagreb, 2012.
4. Renko, N., Brečić, R.: Marketing malih i srednjih poduzeća, Školska knjiga, Zagreb, 2016.