



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:	Professional graduate study of Business Administration
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 overall marketing management system as an assumption for making relevant business decisions.

Course structure

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

Monitoring of students' work and knowledge evaluation during the course

OUTCOMES		Written exam	Final work	Oral exam	Total	Pass	Time frame for the recognition of the outcome
Outcome 1	I1: 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	I2: Conduct the marketing environmental analysis, market research, and present the results of the analysis.	10%		6%	16%	8%	academic year
Outcome 3	I3: Analyze the company situation and forecast the future development of the market	10%		6%	16%	8%	academic year
Outcome 4	I4: Market Segmentation, Targeting and Positioning	10%		6%	16%	8%	academic year



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Outcome 5	I5: Define the marketing mix: product, services, experiences, price, place and promotion	10%		6%	16%	8%	academic year
Outcome 6	I6: 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	I1: 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	I2: Conduct the marketing environmental analysis, market research, and present the results of the analysis.	10%	6%	16%	8%
Outcome 3	I3: Analyze the company situation and forecast the future development of the market	10%	6%	16%	8%
Outcome 4	I4: Market Segmentation, Targeting and Positioning	10%	6%	16%	8%
Outcome 5	I5: Define the marketing mix: product, services, experiences, price, place and promotion	10%	6%	16%	8%
Outcome 6	I6: 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 as a modern concept of business.	I6
2.	Marketing development and their role	I1	Marketing development and their role	I6
3.	Marketing development in modern life	I1, I6	Marketing development in modern life	I1, I6
4.	The Role of Marketing in Strategic Planning	I2, I6	The Role of Marketing in Strategic Planning	I2, I6
5.	The Marketing Environment and its impact on the marketing system	I2, I6	The Marketing Environment its impact on the marketing system	I2, I6
6.	Marketing Information Systems and Marketing Research	I3, I6	Marketing Information Systems and Marketing Research	I3, I6



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7.	The Marketing planning process	I2, I6	The Marketing planning process	I2, I6
8.	Situation Analysis	I4, I6	Situation Analysis	I4, I6
9.	Forecast of future market development	I4, I6	Forecast of future market development	I4, I6
10.	Defining Marketing Strategies	I4, I6	Defining Marketing Strategies	I4, I6
11.	Market Segmentation, Targeting and Positioning	I5, I6	Market Segmentation, Targeting and Positioning	I5, I6
12.	Marketing mix: Products	I5, I6	Marketing mix: Products	I5, I6
13.	Marketing mix: Price	I5, I6	Marketing mix: Price	I6
14.	Marketing mix: Place	I5, I6	Marketing mix: Place	I6
15.	Marketing mix: Promotion	I5, I6	Marketing mix: Promotion	I6

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.