

Code: 17 „MARKETING”

ECTS credits: 5	Number of hours per week:
Forms of assessments: Exam	2+0+1+1
	Types of assessment: Exam - written
Department, providing instruction on the discipline: Department: <i>INDUSTRIAL MANAGEMENT</i> <i>FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES</i>	

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<p>Annotation: The syllabus “Marketing” aims to give students knowledge and skills in general aspects of marketing, such as theory and practice.</p> <p>It provides topics that clarify the essence, tools and basic concepts in marketing, the marketing environment and the marketing information system. Special attention is paid to the product, and on the basis of cost-based knowledge, the marketing perceptions of the product are considered and justified. The basic concepts in marketing distribution are defined, the functions and activities of the channels and the units in them are clarified. It clarifies the contents of the promotion by elements and makes a characteristic of each variable as its essence, variants of application and usage situations.</p> <p>Laboratory assignments are designed to solve specific practical tasks. Each student develops an individual course work.</p>
<p>Main issues of the syllabus content:</p> <ul style="list-style-type: none"><li>• Essence of Marketing. Marketing Environment</li><li>• Marketing Information System and Marketing Research</li><li>• User Behaviour</li><li>• Market Segmentation. Choice of a Target Market. Positioning</li><li>• Elements of Marketing Mix - Product, Price, Placement, Promotion</li></ul>
<p>Content presentation:</p> <p>The contents is delivered via lectures and laboratory exercises. In lectures, students are introduced to basic and theoretical concepts. Laboratory assignments are designed to solve specific practical tasks. Each student develops an individual course work.</p>