


Discipline	MARKETING code: 16		winter semester /23-24
Specialty	Industrial Management		
ECTS credits: 6	Form of assessment: Exam		
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Department	Industrial Management		
Faculty	Faculty of Mechanical Engineering and Technologies		
Annotation: The syllabus “Marketing” aims to give students knowledge and skills in general aspects of marketing, such as theory and practice. 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. Seminar classes are designed to solve specific practical tasks. Each student develops an individual course work.			
CONTENTS:			
Training Area		Hours lectures	Hours Seminar classes

<u>Lectures:</u>		
Topic 1. Introduction to Marketing	3	
Topic 2. Marketing Environment	2	
Topic 3. Marketing Information System and Marketing Research	3	
Topic 4. Consumer Behavior	3	
Topic 5. Marketing Segmentation and Target Market Choice	3	
Topic 6. Marketing Positioning	2	
Topic 7. Product	3	
Topic 8. Price	3	
Topic 9. Realization Channels	3	
Topic 10. Promotion	3	
Topic 11. E-Marketing	2	
<u>Seminar classes:</u>		

Topic 1. Marketing Toolbox		2
Topic 2. Marketing Information System. Marketing Research		4
Topic 3. Consumer Behavior		3
Topic 4. Marketing Segmentation and Target Market Choice		4
Topic 5. Marketing Positioning		2
Topic 6. Course Project		15
TOTAL:	30	30