


Discipline	MARKETING code:16 winter semester		
Specialty	INDUSTRIAL MANAGEMENT		
ECTS credits: 7	Form of assessment: Exam		
Lecturer	Prof. PhD eng. Svetlana Dimitrakieva Room NUK 503 Phone: +359 889904946 E-mail: s_dimitrakieva@abv.bg		
Department	INDUSTRIAL MANAGEMENT		
Faculty	FACULTY OF MECHANICAL ENGINEERING AND TECHNOLOGIES		
<p>Learning objectives:</p> <p>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>			
CONTENTS:			
Training Area			Hours lectures
			Hours seminar

		exercises
Introduction to Marketing	3	
Marketing Environment	2	
Marketing Information System and Marketing Research	3	
Consumer Behavior	3	
Marketing Segmentation and Target Market Choice	3	
Marketing Positioning	2	
Product	3	
Price	3	
Realization Channels	3	
Promotion	3	
E-Marketing	2	
Marketing Toolbox		2
Marketing Information System. Marketing Research		4
Consumer Behavior		3
Marketing Segmentation and Target Market Choice		4
Marketing Positioning		2
Course Project		15
TOTAL: 60 h	30	30