

MARKETING

LEVEL OF COURSE UNIT

Bachelor

LEARNING OUTCOMES OF COURSE UNIT

Graduates are able to:

- recognize market-oriented corporate management,
- identify problems and solution approaches of marketing management for consumer goods, investment goods and services, including those at international level, while paying particular attention to their concrete application.
- apply marketing mix tools,
- present basic methods of market research.

COURSE CONTENTS

- Importance and tasks of marketing in the 21st century
- Strategic marketing
- Market research
- Marketing mix
- Principles of consumer behavior
- Basic knowledge of investment goods, consumer goods and service marketing
- International marketing

LANGUAGE OF INSTRUCTION

English

NUMBER OF ECTS CREDITS ALLOCATED

3