



Course description

COURSE DESCRIPTION		
Course instructor	Dina Lončarić, PhD, Associate professor	
Name of the course	Marketing	
Study programme	Management of Sustainable Development	
Status of the course	compulsory	
Year of study	2 nd	
ECTS credits and manner of instruction	ECTS credits	9
	Number of class hours (L+E+S)	75 (30+0+45)
1. Course objectives		
<p>Marketing can be considered as a concept and business philosophy, which in today's business on the market has increasing importance. Knowing of customer needs and requirements, representing the essence of the marketing concept and the basic determinant for business success of the company on the market. Accordingly, the basic objectives of the course are to enable students to:</p> <ol style="list-style-type: none"> 1. teach students the concept and importance of marketing 2. enable students to master the knowledge needed to understand the concept of marketing by helping them to acquire specific knowledge in the field of market operations and marketing environment, research and market segmentation, consumer behaviour, elements of the marketing mix as well as planning, organization and control of marketing activities 3. applying the acquired theoretical knowledge to a concrete marketing context. 		
2. Course enrolment requirements		
None.		
3. Expected learning outcomes		
<p>After passing the course examination, students should be able to:</p> <ol style="list-style-type: none"> 1. correctly explain the concept of marketing as modern business philosophy 2. apply the process of research and market segmentation 3. point out the factors of influence on consumer behaviour and explain the process of making a purchase decision 4. emphasize the importance of applying appropriate combinations of elements of the marketing mix, as a prerequisite of meeting the needs and requirements of consumers and of the profitability of the company 5. correctly explain elements of the marketing mix: product, price, distribution and promotion 6. correctly explain the strategic planning process and the organization and control of marketing activities. 		
4. Course content		
<p>Marketing – a modern business concept; Marketing environment; The Market and market-oriented business; Market research; Consumer behavior; Market segmentation; Managing marketing functions – the product; Price, the pillar of product value; The importance of distribution in delivery value to customer, Integrated marketing communication - promotion, Planning marketing activities, Organization and control of marketing activities.</p>		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises	<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories



		<input type="checkbox"/> distance learning	X mentorship				
		<input type="checkbox"/> fieldwork	X other				
6. Comments							
7. Student responsibilities							
attending classes, class participation, seminar paper, essay, exam, final exam							
8. Monitoring of student work ¹							
Class attendance	3	Class participation		Seminar paper		Experimental work	
Written exam	1,8	Oral exam		Case study	0,3	Research	
Project and presentation	1,0	Continuous assessment	2,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
1. Grbac, B.: Stvaranje i razmjena vrijednost, Ekonomski fakultet Sveučilišta u Rijeci, 2012 2. Vranešević, T. i drugi: Inovativni marketing, TIVA, CRODMA, 2008							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Kotler, Ph. i drugi: Osnove marketinga, MATE, Zagrebačka škola ekonomije i managementa, 2006 2. Kotler, Ph.: Upravljanje marketingom, MATE d.o.o. Zagreb, 2001							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.