



**MARKETING**

<b>Credit points</b>	4 CP		
<b>Duration of the course</b>	3 sem.		
<b>Study course annotation</b>	The study course is intended to gain an idea of activities in the market aimed at identifying and satisfying the needs of market subjects and objects through exchange, as well as to understand the marketing processes taking place in companies. Students gain an understanding of the essence and basic principles of marketing, as well as gain knowledge about the application of basic marketing tools in business, including in Latvian conditions		
<b>Aim of the study course</b>	The aim of the discipline is the preparation of specialists who are able to implement effective business based on the practical use of the marketing concept in the conditions of the development of market relations		
<b>Study course results</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Competences</b>
	<ul style="list-style-type: none"> <li>• after successfully completing this study course, students basic concepts and categories in the field of marketing;</li> <li>• marketing functions, goals and tasks;</li> <li>• the role and functions of the marketing</li> <li>• communication system in the operation of the company;</li> <li>• the main tools of marketing research;</li> <li>• practical aspects of the planning and implementation of the company's marketing communications,</li> <li>• evaluating the effectiveness of its individual elements and the company as a whole</li> </ul>	<ul style="list-style-type: none"> <li>• can assess the company's position in the market, see problems, contradictions, development and main influencing factors,</li> <li>• able to evaluate the company's competitors and competitiveness using the acquired basic knowledge,</li> <li>• can apply the knowledge gained in the program in different situations, working in a team or individually.</li> </ul>	<ul style="list-style-type: none"> <li>• able to independently obtain, select and evaluate information in marketing research;</li> <li>• able to analyze information, explain facts and reasonably discuss in the development of the organization's marketing strategy;</li> <li>• able to demonstrate the use of various marketing communication tools,</li> <li>• able to evaluate the effectiveness of the marketing company and the chosen strategy;</li> <li>• able to competently prepare and present projects related to marketing issues;</li> <li>• able to conduct research activities and studies on marketing issues, interpret and analyze their results.</li> </ul>
<b>Study course content</b>	<b>Topics</b>		
	1	Introduction to Marketing. The essence of marketing	
	2	Methodological foundations of marketing	
	3	Marketing research. Market research	
	4	Structure of marketing activities (Marketing MIX). Product as a marketing – MIX element	
	5	Price as a marketing – MIX element	
	6	Promotion of goods on the market as an element of marketing - MIX	
	7	Distribution of goods as an element of marketing – MIX	
	8	Planning of the company's marketing activities	
9	Marketing control and audit		



<b>Form of assessment:</b>	Differentiated written assessment
<b>Obligatory literature:</b>	
1. Berkowitz, Eric N. Marketing / Eric N. Berkowitz, Roger A. Kerin, William Rudelius. - 2nd ed. - Richard D. IRWIN, Inc., 1989. - 752 p.	
2. Marketing. Concepts and Strategies / William M. Pride, O.C. Ferrell. - Houghton Mifflin Company, 2006. - 610, [64].:fig., tab.	
<b>Additional reading:</b>	
1. Marketing 4.0. Moving from Traditional to Digital / Philip Kotler. - Wiley, 2017. - 184 p.	
2. Blythe J. Consumer Behaviour. - 2nd ed. - SAGE Publications Ltd, 2013. - 450 p.	
3. Malhotra NK Marketing Research an Applied Orientation. - 4th ed. - Prentice Hall, 2004. - 713 p.	
4. Strategic marketing. Market-oriented corporate and business unit planning / Torsten Tomczak. - Springer Gabler, 2018. - 252 p.	
<b>Other sources of information:</b>	
1. "Latvian Economist" magazine	
2. Merchant Baltic & Nova Media	
3. Newspaper "Dienas biznes"	
4. <a href="http://www.csb.gov.lv">www.csb.gov.lv</a>	
5. <a href="http://ec.europa.eu/eurostat">http://ec.europa.eu/eurostat</a>	
Changes and additions to the program and literature list are possible during the study process	