

GENERAL INFORMATION		
Course coordinator	Lorena Bašan, Ph.D., Full Professor with tenure Ddr. Tina Šegota, Associate Professor	
Course title	MARKETING	
Study programme	University undergraduate study programme Business Economics in Tourism and Hospitality	
Course status	Compulsory	
Year	2 nd	
ECTS credits and form of instruction	ECTS credits	9
	Number of hours (L+P+S)	75 (30+0+45)
COURSE DESCRIPTION		
1.1. Course objectives		
The objective of the course is: - enable students to master the knowledge needed to understand the concept of marketing related to market operations and marketing environment, research and market segmentation, consumer behaviour, elements of the marketing mix, the marketing management, and needed marketing knowledge - to enable students to apply marketing knowledge in the real context		
1.2. Course enrolment requirements		
No		
1.3. Expected course learning outcomes		
After completing and passing the course, the student will be able to: - explain the concepts of marketing as a contemporary business philosophy - describe the processes of research and market segmentation - differentiate marketing environment factors and ways of their impact on business - explain factors of influence on consumer behaviour and the process of making a purchase decision - explain elements of the marketing mix: product, price, distribution, promotion, and importance of their appropriate combination - describe the process of marketing management - to analyse and explain marketing application in examples and case studies		
1.4. Course content		
Marketing – a contemporary business concept; Marketing environment; The market and market-oriented business; Market research; Consumer behaviour; Market segmentation; Managing marketing functions: The product, Price - the pillar of product value, The importance of distribution in delivering value to the customer, Integrated marketing communication – promotion; The marketing management: Planning marketing activities, Organization and control of marketing activities, Marketing knowledge and skills		
1.5. Types of teaching (add an 'X')	☒ lectures ☒ seminars and workshops ☐ practicals	☒ independent tasks ☐ multimedia and network ☐ laboratory

☐ distance learning ☐ field-based learning		X mentoring work X other _____	
1.6. Students' obligations			
class attendance, activities in the class, project work and case studies, mid-term exams, and final exam			
1.7. Monitoring students' work			
Course attendance	2,5	Activity / Participation	0,6
Written exam	1,5	Oral exam	0,5
Project	1,5	Continuous assessment	2,4
Portfolio			
1.8. Assessment and evaluation of student work during classes and at the final exam			
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation 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.			
1.9. Essential reading and the number of copies provided in relation to the current number of course participants			
Title	Number of copies	Number of students	
Grbac, B.: Marketing dynamics – How to Create Value for Customers, Pearson, London, 2014.			
1.10. Additional reading			
1. Kotler, Ph., Armstrong, G.: Principles of Marketing – Global Edition, Seventeenth edition, Pearson, 2014.			
2. Kotler, Ph.: Marketing management, 15 th edition, Pearson India, 2017.			
1.11. Quality monitoring methods ensuring the acquisition of expected knowledge, skills and competencies			
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.			