

A. Course Content and Class Schedule

• Topics:

1. Introduction to Marketing. Marketing Concepts, Principles and Objectives.
2. The marketing environment.
3. Consumer and buyer behaviour.
4. Segmentation- Targeting- Positioning. Identifying Market Segments and Targets.
5. Products, branding and packaging.
6. Pricing strategies.
7. Distribution.
8. Marketing communications and promotional tools.

Studying hours:

- THURSDAYS, 2-nd week.
- 12:00- 13:30- lecture
- 14:00- 15:30 – seminar
- Room 1106, Novorossiyskaya,50.

September	October	November	December
7, 21	5, 19	2, 16, 30	14 + final exam

B. Portfolio

A portfolio at the end of the course should contain “corrected” examples of all assignments done during the course.

- 1. Marketing Concepts in Comparison.**
- 2. Pest- Analysis Method.**
- 3. Competitors’ analysis Methods (Porter’s Five Forces Analysis)**
- 4. Competitiveness Analysis Methods.**
- 5. SWOT-Analysis Method.**
- 6. S-T-P case- study.**
- 7. Launching/ Inventing a New product: product concept, branding concept and packaging strategies.**
- 8. Launching/ Inventing a New product: Advertising & Promotion Strategies.**

C. Final Examination: MCQ
(Multiple-Choice-Questions) + Portfolio.

Final Exam

A+



"The business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."
Peter F. Drucker

What Is Marketing?

*"**Marketing** is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individuals' and companies' goals."*

(AMA-The American Marketing Association)

"Marketing is

*the whole business seen
from the customer's point
of view."*

-Peter Drucker

***Marketing** is the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably.*

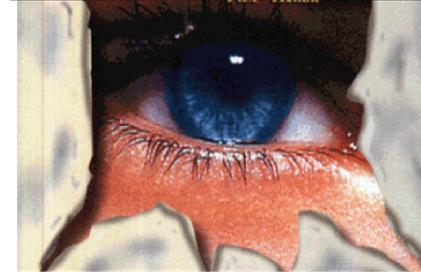
(UK Chartered Institute of Marketing)

Marketing-mix





The winning companies should view the four Ps as the customer's four Cs:



- **FOUR Ps** —————→ **FOUR Cs**

Product	Customer needs and wants
Price	Cost to the customer
Place	Convenience
Promotion	Communication

THE DEVELOPMENT OF THE MARKETING CONCEPT



	Production	Product	Sales	Marketing	Societal
Assumptions regarding market conditions					
Assumptions regarding buyer behaviour					
Situations when effective					
Situations when ineffective					
Combinations of orientations					