



# 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 )*

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## "Marketing is

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

**-Peter Drucker**

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

*(UK Chartered Institute of Marketing)*

# Marketing-mix

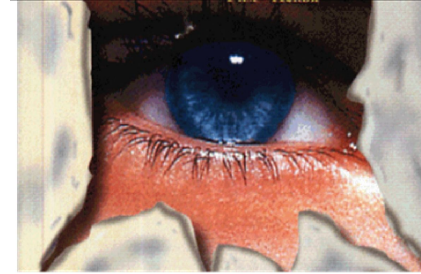








The winning companies should view the four Ps as the customer's four Cs:



- ***FOUR Ps*** —————→ ***FOUR Cs***

<b>Product</b>	<b>Customer needs and wants</b>
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					