

Title of the Course	MARKETING		
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Basics in Economics, marketing at a level of secondary school		
Science Sector	Social sciences/Economics and entrepreneurship		
Science Subsector	Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Office Management		
Author(s) of the course	Mg.oec. Aigars Plotkāns Improved in 2017: Mg.oec. Iveta Dembovska		
Lecturer(s) of the course	Mg. oec. Iveta Dembovska		
Goal of the course:	To provide theoretical knowledge, develop and strengthen the practical skills on the use of marketing principles, information collection, processing, marketing management and decision-making for the improvement of analytical skills, by executing the analysis of marketing environment, competitors, positioning analysis, as well as marketing strategy development and analysis.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		

Study Results

1. Knowledge:
 - 1.1. A student recognizes and describes the role of marketing in entrepreneurship and business organisation.
 - 1.2. A student names the principles of enterprise strategic management,
 - 1.3. A student identifies and recognizes different models and stages of consumers' behaviour.
 - 1.4. A student explains the elements of different marketing strategies.
2. Skills:
 - 2.1. A student assesses the enterprise competitiveness.
 - 2.1. A student develops and assesses the enterprise marketing strategy.
 - 2.2. A student analysis the information on marketing environment.
 - 2.3. A student segments the market and defines target market and target audience.
 - 2.4. A student researches the market, using simple statistical methods and interprets the gained results
 - 2.5. A student identifies and summarizes the factors that affect demand and offer
3. Competences:

- 3.1. A student develops, adjusts and improves the enterprise marketing strategy, as well as plans and organizes work for successful execution of the marketing strategy.
- 3.2. A student uses knowledge and skills independently by planning and organising work of enterprise marketing.

Content of the Course

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self-assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Exam
1.	Marketing and its role for commercial activity organisation. Marketing management principles, Marketing planning levels.	8	4	1	2	2
2.	Internal and external environment of marketing. Economic factors. Social and cultural factors, Political and legislative environment. Infrastructure development. Resource planning. Market factor impact.		6	2	2	
3.	The organisation of marketing at an enterprise. Organisation's philosophy, mission and image. Defining of organisation's strategic and finance goals. Structure of organisation's marketing management. Marketing personnel management.		6	2	2	
4.	Support system of marketing decisions. The role of information and communication for making marketing decisions. Marketing information resources. Marketing research characterization. Marketing research		6	2	2	

	methods.					
5.	Market segmentation and defining target audience. Market segmentations goals and parameters.		4	1	2	
6.	Competition and product positioning. The role of competitions during the process of marketing planning. Competitor assessment methods. Porter's 5 strengths model. Boston matrix. Competition fight methods. Price competition. Brand competition. Competition fight for promotion channels.		6	2	2	
7.	Demand and offer affecting factors. Correlation of demand and offer. Price as demand affecting factor. Demand assessment and forecasting.		4	2	2	
8.	Enterprise strengths assessment. Personnel strength. Creativity and strength expression.		4	2	2	
TOTAL:		8	40	14	16	2
		80				

Mastering the course and successfully passing examination, student is capable of (knowledge, skills and competencies)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge			
Recognize and describe the role of marketing in the enterprise operation and commercial activity organisation	Partially describes the role of marketing in the enterprise operation and commercial activity organisation, cannot look at each question from a wider	Completely describes the role of marketing in the enterprise operation and commercial activity organisation, looking at each question from a wider perspective,	Outstandingly describes the role of marketing in the enterprise operation and commercial activity organisation, activity organisation, looking at each

	perspective and justify one's opinion	however cannot justify one's opinion	question from a wider perspective and justify one's opinion
Name the principles of strategic management of enterprise operations. Identify and recognize different consumer behaviour models and their stages. Explains the elements of different marketing strategies.	Weakly explain the theoretical aspects of marketing, names different approaches and enterprises' experiences in solving marketing issues.	Explains well the theoretical aspects of marketing, names different approaches and identifies enterprises' experience in solving marketing issue, however cannot justify one's opinion	Explains explicitly the theoretical aspects of marketing, names different approaches and identifies enterprises' experience in solving marketing issue, justifies one's opinion
Skills			
Assesses the competitiveness of an enterprise	Incompletely assesses the competitiveness of an enterprise, finds necessary information, however mistakenly selects, groups, summarizes and analyses data	Assesses the competitiveness of an enterprise, finds necessary information, however incompletely selects, groups, summarizes and analyses data	Assesses the competitiveness of an enterprise, finds necessary information, selects, groups, summarizes and analyses data
Analyses information about the marketing environment: develops and assesses the enterprise's marketing strategy	Incompletely systematizes, classifies and analyses the marketing activities of an enterprise and factors affecting them. Finds it difficult to offer solutions, take decisions according to the identified problem	Systematizes, classifies and analyses the marketing activities of an enterprise and factors affecting them, the analysis is incomplete. Can take decisions according to the identified problem	Outstandingly systematizes, classifies and analyses the marketing activities of an enterprise and factors affecting them, the analysis is incomplete. Offers solutions and takes decisions according to the identified problem, can justify one's opinion and offer solutions
Segment the market and define target market	Difficulties to segment the market and define target market	Independently segments the market and defines target market, finds it difficult to justify one's opinion	Independently segments the market, defines target market, justifies one's opinion
Research market by using simple statistical methods and interpret the gained results	Independently researches, summarizes and systematizes and	Well researches, summarizes and systematizes and classifies market,	Independently researches market, summarizes and analyses data

	classifies market, finds it difficult to analyse data	analyses data with a few shortcomings	
Identifies and summarizes demand and affecting factors	Incompletely identifies demand and affecting factors, not extensively enough analyses every factor and does not justify one's opinion	Well identifies demand and affecting factors, not extensively enough analyses every factor and partially justify one's opinion	Well identifies demand and affecting factors, extensively analyses every factor and justifies one's opinion
Competences			
Form, adjust and improve the marketing strategy of an enterprise. Plans and organizes work for the implementation of marketing strategy	Does not carries out research related to environment, competitor's product positioning, uses the research methods incompletely, cannot identify problematic situations and discuss problematics, finds it difficult to express the argumentation of one's opinion, does not plan and organize work for the implementation of marketing strategy	Carries out research well related to environment, competitor's product positioning, uses the research methods, identifies problematic situations and discuss problematics, finds it difficult to express the argumentation of one's opinion, partially plans and organizes work for the implementation of marketing strategy	Outstandingly carries out research related to environment, competitor's product positioning, uses the research methods, identifies problematic situations and discuss problematics, expresses the argumentation of one's opinion, plans and organizes work for the implementation of marketing strategy, suggests solutions

Acknowledgement of the obtained study results

Study Results	1.1–1.5	2.1-2.5	3.1-3.2
Evaluation Method			
Moodle discussions/tasks	X	X	-
Exam	X	X	X

Core Literature

1.	Praude V. Mārketings: teorija un prakse. Trešais pārstrādātais un papildinātais izdevums. 1. grāmata.- Rīga, Burtene, 2011.ISBN 978-9984-833-03-3.
2.	Goodman M., Kotler Ph., Brady M., Keller K.L., Hansen T. Marketing Management.- Pearson

	Education Limited, 2016. ISBN-10: 1292093234
3.	Burrow, J., Marketing. 5th edition.- South Western Educational Publishing, 2020. ISBN-13: 9780357135747
4.	Scott D. M. The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly.- Hoboken, New Jersey John Wiley & Sons, Inc., 2017
Additional Literature	
1.	Kennet E. C., <u>James</u> K.E. Essentials of Marketing Research: Putting Research Into Practice. - SAGE Publications Inc, 2013 Pride W.M., Ferrell, O. C. Marketing. 17th ed., Mason OH, 2014
2.	Freeman, A., Marketing Management: A Strategic Approach.- Willford Press, 2020. - ISBN-13: 9781682857687
3.	Kumar V., Reinartz W. Customer Relationship Management. 2nd ed. - Springer-Verlag Berlin and Heidelberg GmbH & Co. K, ISBN-10: 364220130X, 2012.
4.	Kennet E. C., James K.E. Essentials of Marketing Research: Putting Research Into Practice .- SAGE Publications Inc, 2013
Recommended Periodicals	
1.	Digitālā biznesa rokasgrāmata. http://rokasgramata.lv/vadiba/
2.	Journal of Marketing
3.	EBSCO Publishing database. http://www.epnet.com/database.html
4.	Business Marketing Association. http://www.marketing.org/i4a/pages/index.cfm?pageid=1