

Title of the Course		MARKETING II	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Basics in Economics, Marketing I		
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	Marketing and Trade		
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 mix analysis, planning and development of products and services marketing, for the improvement of analytical skills by practically executing the analysis and choice of marketing strategy, analysis of the made mistakes.		
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 shows the differences between the marketing of products and services; 1.2. A student describes the principles of product and service analysis; 1.3. A student describes the planning and interaction principles of the marketing mix elements; 2. Skills: 2.1. A student systematizes, classifies and analyses the information about marketing strategies; 2.2. A student demonstrates the analysis of the most common marketing mistakes, assesses and justifies the enterprise competitiveness. 3. Competences: 3.1. A student carries out the mix research, analysis and planning related tasks of the product and service 3.2. A student prepares and defends the marketing plan. 3.3. A student makes decisions within the matters of one’s competences.			
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.	Differences between the marketing of products and services Mix of marketing goods. Mix of marketing services.	8	4	1	2	2
2.	Products and their analysis. Product classification and characteristics. Product packaging and assortment. Packaging functions. Principles of assortment formation. Product life cycle. Description of product life cycle. Development of new products.		6	2	2	
3.	Analysis of service end-product. Factors affecting consumer's satisfaction. Criteria for choosing service provider. Service quality. Service standards. Maintenance of service quality. Control of service quality.		4	1	2	
4.	Organisation of product distribution. Principles of product distribution. Optimization of product distribution dealers. Development of new distribution channels.		4	2	2	
5.	Products entering into the market. Role of public relations for product set up in the market. Effective advertisement. Activities for boosting sales. Direct sales. Direct marketing.		6	2	2	
6.	System of price formation for products. Methods for price formation. Price formation strategies. Strategy of price formation fostering		6	2	2	

	client loyalty. Price strategy for “taking the cream”. Strategy of price formation for conquering the market. Low price strategy. Pricing – system for determining prices.					
7.	Factors affecting the choice of marketing strategy. Economic laws of market relations. Possibilities for enterprise development. Methods for choosing marketing strategy.		6	2	2	
8.	Brilliance and disaster of marketing. Theoretical crisis of today’s marketing. Ten marketing offences. Integrated marketing.		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			
Shows the differences between marketing goods and services. Names the principles of product and service analysis	Incompletely shows the differences between the marketing of goods and services, principles of product and service analysis, but cannot describe in detail and justify one’s opinion	Shows the differences between the marketing of goods and services, describes the principles of every issue more extensively, but cannot justify one’s opinion	Outstandingly shows the differences between the marketing of goods and services, describes the principles of every issue extensively, justifies one’s opinion
Describes the principles of marketing mix and their interaction	Generally describes the principles of marketing mix planning and interaction	Describes well the principles of marketing mix planning and interaction, but cannot justify one’s opinion	Outstandingly describes the principles of marketing mix planning and interaction, justifies one’s opinion
Skills			
Systematizes, classifies and analyses information about marketing strategies	Incompletely systematizes, classifies and analyses	Well systematizes, classifies and analyses information about	Outstandingly systematizes, classifies and analyses

	information about marketing strategies Difficulties to offer solution for the improvement and execution of strategy	marketing strategies Difficulties to offer solution for the improvement and execution of strategy	information about marketing strategies Offers solution for the improvement and execution of strategy
Demonstrates the analysis of most common mistakes, assesses and justifies enterprise's competitiveness	Difficulties to define marketing mistakes and assess enterprise's competitiveness	Defines marketing mistakes and assesses enterprise's competitiveness, however cannot justify one's opinion	Defines marketing mistakes, assesses enterprise's competitiveness, analyses every factor more deeply 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	1.1–1.3	2.1-2.2.	3.1-3.3.
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.	Praude V. Mārketings: teorija un prakse. Trešais pārstrādātais un papildinātais izdevums. 2. grāmata.- Rīga, Burtene, 2011.ISBN 978-9984-833-04-03.
3.	Goodman M., Kotler Ph., Brady M., Keller K.L., Hansen T. Marketing Management.- Pearson Education Limited, 2016. ISBN-10: 1292093234

Additional Literature

1.	Chernev A. Foreworld by Philip Kotler. Strategic marketing management.-Published by Cerebellum Press, USA,- 2011. ISBN: 978-1-936572-01-4,-212.p.
2.	Kotlers F. Desmit mārketinga grēki; no angļu val. tulk. Teika Lapsa. - Rīga : Jumava, 2006
3.	Kumar V., Reinartz W.Customer Relationship Management. 2nd ed. -Springer-Verlag Berlin and Heidelberg GmbH & Co. K, ISBN-10: 364220130X, 2012.
4.	Praude, V., Šalkovska, J. <i>Mārketinga komunikācijas1</i> .- Rīga: Vaidelote, 2005.- 485.lpp
5.	Praude, V., Šalkovska, J. <i>Mārketinga komunikācijas2</i> . -Rīga: Vaidelote, 2005.- 454.lpp.

Recommended Periodicals

1.	Handbook of Digital Business. http://rokasgramata.lv/vadiba/
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