



VILNIAUS  
KOLEGIJA

## VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

### STUDY SUBJECT/MODULE PROGRAMME (SSMP)

#### Entitlement

**MARKETING, 4 ECTS**

#### Prerequisites

B1 level of English language, Management, Business Psychology, Statistics

#### Main aim

To provide theoretical knowledge and develop abilities necessary for analysing marketing contents and possible application cases, marketing mix formation principles, perform marketing research, evaluating customer behaviour factors in the purchase processes.

#### Summary

The course covers implementation of marketing mix, explains consumer's behaviour and assists to understand consumer decision-making process. Marketing research tools and methods are widely explained. The course introduces into segmentation, targeting and positioning strategies, relations with competitors and development of competition strategies. The course analyses product life cycle and its branding strategies, defines pricing methods and pricing strategies, explains nature of marketing communications and provides knowledge how to choose proper promotion tools for transmitting information to target audiences.

#### Learning Outcomes

1.	Will be able to collect, analyse and present information
2.	Understand the moral responsibility for their activities and the impact of their results on society, cultural development, well-being and the environment.
3.	Will be able share information and cooperate in a multicultural environment.
4.	Will be able to communicate with specialists and other persons in solving tasks of professional activity.
5.	Will be gain knowledge about marketing and relationship between market and consumer behaviour.
6.	Will be able to develop segmentation, targeting and positioning strategies, to explain product development cycle and how to define branding strategies.
7.	Will understand and apply price calculation methods and pricing strategies.
8.	Will gain knowledge about marketing communication mix, its role in marketing, and to gain ability how to prepare promotion plan, choose proper promotion tools for transmitting information to target audience, especially to understand the importance of social network, to gain knowledge how to prepare sales promotion plan and evaluate it.

## Syllabus

1.	Introduction into marketing. Main definitions. Marketing complex. 4P and 7P. Global market.
2.	Consumer's behaviour. Consumer decision-making process. Consumer motivation. Perception. Purchase decision. Consumer learning process.
3.	Market research. Marketing intelligence. Competitor intelligence. Forecasting of potential market size.
4.	Segmentation, and targeting strategies. Behaviouristic segmentation. Positioning.
5.	Competitors' analysis. Competition strategies. Competitive advantage. Benchmarking.
6.	Product. Classification of products and services. Product's development stages. Product features.
7.	Brand. Brand equity. Branding strategies
8.	Pricing. Price calculation methods. Pricing strategies.
9.	Distribution channels decisions.
10.	Promotional mix. Marketing communications
11.	Control work
12.	Project

### Evaluation procedure of knowledge and abilities

$FE = 0,5 \cdot X1 + 0,5 \cdot X2$ , as

FE – final evaluation; X1 - control work; X2- control work