

MARKETING - credit requirements and exam **winter semester 2023/2024**

Credit requirements:

- Submission and presentation of a seminar work (max. 15 points, min. 8 points for acceptance)
- three homework assignments (each max. 5 points; i.e. total for all three homework assignments up to 15 points)

Up to 30 points in total can be earned in the seminars, at least 15 points.

Seminar work:

Topic: Student will choose a specific existing company and a specific product within the company. He/she will apply the various topics covered in the Marketing course to this company and product. The firm must exist and must produce its own products.

Scope: minimum 10 pages of the text (i.e. from introduction to conclusion, the paper must be paginated)

Submission to 27.11.2023; Presentation: acc. to agreement

Structure of the seminar work (work is written in a template):

Title page

Table of Contents (list of chapters with page numbers)

Introduction - introduction of the company and selection of a specific product from the company's product range for application of some parts of the seminar paper

1. Needs and demand - define what need/needs according to Maslow's pyramid your product satisfies, describe the types of demand that may occur with the product

2. Marketing environment - describe the micro, meso and macro environment of the company in relation to the product

3. Segmentation and consumer behaviour - apply the segmentation criteria and define the consumer segments for your product, indicate who the target group is; what type of consumer decision making is involved in your product?

4. Marketing mix

4.1 Product - product type/category, total product concept, product variants, etc.

4.2 Price - pricing strategy, pricing mix (which tools does the company use for the product)

4.3 Distribution - distribution strategy, distribution channels

4.4 Marketing communication - communication strategy, communication mix

5. SWOT analysis (based on the previous chapters identify S, W, O and T)

Conclusion

List of references

List of tables, List of figures, List of graphs

List of attachments

Attachments

Exam:

- The exam is written and is a combination of different types of questions (open, closed, application, about 20 questions) covering issues from lectures and seminars. In order to pass the exam, it is necessary to obtain at least 51% of points.
- Exam grades: 0-50% fail, 51-65% good, 66-85% very good, 86-100% excellent

Course schedule:

1. Introduction to marketing
2. Marketing environment
3. Segmentation
4. Consumer behaviour
5. MIS and marketing research
6. Introduction to the marketing mix. Product 1
7. Product 2
8. Marketing communication 1
9. Marketing communication 2
10. Price
11. Distribution
12. Summary of the marketing mix