



RTU Course "Marketing Fundamentals"

22108 Ražošanas un uzņēmējdarbības ekonomikas katedra

General data

Code	IUE731
Course title	Marketing Fundamentals
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Post-graduate Studies
Course type	Academic
Field of study	Economics
Responsible instructor	Elīna Gaile-Sarkane
Volume of the course: parts and credits points	1 part, 2.0 Credit Points, 3.0 ECTS credits
Language of instruction	LV, EN
Possibility of distance learning	Not planned
Maximum auditorium capacity	1
Maximum number of students per semester	150
Abstract	The study course is intended for students of engineering departments. The aim of the study course is to acquaint students with the essence of marketing providing a detailed focus on marketing environment. The course offers the analysis of marketing mix elements and their interrelationship, pays the attention to consumer behaviour in the consumer and business market, concentrates on the role of consumers within the marketing system. A very special attention is paid to questions of segmentation, product and pricing policy, organization of marketing and control, development of a marketing information system, competition, product life cycle, distribution, promotion in the market etc.
Goals and objectives of the course in terms of competences and skills	The goal of the subject is to develop and systematize knowledge of marketing theoretical and practical aspects, and their application possibilities in business. The objectives of the course: To develop abilities to evaluate the problem situation, to choose the appropriate method of problem solving. To develop the skills to generate, to select, to evaluate and apply different ideas in marketing. To give an insight in marketing planning, management and control methods, and its practical usage. To develop the skills of theoretical knowledge application in practice. To develop presentation skills and abilities to work in groups.
Structure and tasks of independent studies	The course includes individual assignment and case studies during practical training. Individual assignment should be based on analysis and approbation of a particular theoretical material. Approbation of this material should be done on the basis of existing company. The topics of individual assignments are described in course requirements. Results should be presented in an auditorium. All the assignments are evaluated according to the 10 grade system. Individual assignment comprises 30% of the final grade. The knowledge of the subject is simultaneously improved by discussions in a class and case studies in groups.
Recommended literature	Niedritis J. Ē. Mārketings – R.: Biznesa augstskola Turība, 2008. – 487 lp. Fisks P. Mārketinga ģēnijs – R.: Jānis Roze, 2009. – 390 lpp. Praude V. Mārketings: jautājumi, uzdevumi, situācijas, testi – R.: izglītības solī, 2007. – 197 lpp. Kotlers F. Mārketinga pamati – R.: Jumava, 2006.- 647 lpp. Praude V., Mārketings. – R.: 2004.- 665.lpp. Blaits Dž. Mārketings. Rokasgrāmata. - Rīga: Zvaigzne ABC, 2004. - 284 lpp. Gaile-Sarkane E., Andersone I., Greitāne R. Situācijas un uzdevumi tirgzinībās. - Rīga: RTU izdevniecība, 2006. - 130 lpp. Mārketinga Pamati. Biroja sērija. - Rīga: Jumava, 2002. - 352 lpp. Praude V., Beļčikovs J. Mārketings. - Rīga: Vaidelote, 1999. - 559 lpp. Praude V. Ko ražot, kā pārdot un kā iekarot un kā iekarot tirgu. - Rīga: 1994. - 95 lpp. Kotler Ph. Marketing Management, The Millenium Edition. - USA, Prentice Hall International, Inc., 2000. - 718 p.
Course prerequisites	The course integrates knowledge from previous study courses in microeconomics, logistics, entrepreneurship etc.

Course outline

Theme	Hours
Introduction to the course. Definitions, marketing mix, marketing functions, market, environment, SWOT and PEST analysis.	4
Strategic business units and methods of analysis (Boston Consulting Group matrix, General Electric Model)	4
Segmentation, targeting, positioning.	3
Competitors, competition and rivalry. Methods of rivalry analysis, Porters 5 force model. Benchmarking.	4
Marketing information system, evaluation of demand and market capacity.	5
Marketing mix and its components. Product, PLC, Pricing, Place and Channels, Promotion, promotion mix.	10
Marketing planning.	2

Learning outcomes and assessment

Learning outcomes	Assessment methods
Students are able to determine, analyse different problem situations and find the best solution.	Tests, including theoretical and practical tasks. Case studies.
Students are able to analyse situation, give recommendation on employment of different marketing mix elements in particular situation.	Case studies, tests.
Students are able to define different parameters of marketing effectiveness, calculate indicators. Students are capable to analyse acquired results and draw conclusions.	Individual tasks. Case studies. Tests.
Students are able to find information concerning the specified question, analyse it and present to others.	Case studies, individual or group presentations.
Students are able to solve the given problem and recommend possible ways of problem solving.	Case studies, test including theoretical and practical tasks.
Students are able to apply theoretical and practical knowledge in everyday situations within a company.	Final examination that contains theoretical and practical questions, test and cases.

Study subject structure

Part	CP	ECTS	Hours per Week			Tests		
			Lectures	Practical	Lab.	Test	Exam	Work
1.	2.0	3.0	2.0	0.0	0.0		*	