

Study Course Title	Basic Marketing
Study Course Code	EkonB103
Branch of Science	Economics and business
Sub-branch of Science	Marketing
Credits(ECTS)	3
Total Number of Contact Hours	30
Number of Lecture Hours	6
Number of Seminar and Practical Assignment Hours	24
Number of Hours for Laboratory Assignments	0
Independent Study Hours	45
Language of Instruction	Latvian and English
Responsible Unit	BA School of Business and Finance of the University of Latvia

Study form	Lectures	Seminars and Practical Assignments	Laboratory Assignments	Independent Studies
Full-time Regular Studies	6	24	0	45
Distance learning	2	4	0	69

Course Developer

Professional master's degree in finances, lecturer Eduards Aksjoņenko
Mg., lecturer Airita Aksjoņenko

Prerequisite Knowledge

Prerequisite knowledge required for the acquisition of the course corresponds to the study program admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

Study Course Abstract

The course about marketing basics provides students with an introduction to the essence of marketing, its development, and its role in business and society. It covers market segmentation, elements of the marketing mix, consumer behavior, and communication channels. Students learn key marketing theories and apply them in practice by developing a marketing plan, defining a target audience, and selecting appropriate promotional methods.

The aim of the study course is to introduce students with basic marketing conceptions and the history of their development; create awareness about the role of marketing in the society and in a company; provide with knowledge about the operation of the marketing complex in a company and client-oriented marketing; teach students to define a product, identify its target audience, promotion activities and associated costs; create understanding about the importance of drawing up the marketing budget.

Course Plan Full-time Regular Studies

1. Basic definitions in marketing 1L 3S
 2. Trends in marketing relevance and effectiveness 1L 3S
 3. Types of markets, segmentation, and the importance of information gathering and analysis 1L 3S
 4. The marketing mix and its practical application 1L 4S
 5. Identifying and reaching the target audience 2S
 6. Marketing communication channels 1L 3S
 7. Market research and its role in understanding consumer behavior 1L 3S
 8. Development of a marketing plan 3S
- Total 6L 24S

Course Plan Distance learning

- 1. Basic definitions in marketing 1S
 - 2. Trends in marketing relevance and effectiveness 1S
 - 3. Types of markets, segmentation, and the importance of information gathering and analysis 1L
 - 4. The marketing mix and its practical application 1S
 - 5. Identifying and reaching the target audience. Market research and its role in understanding consumer behavior 1L
 - 6. Marketing communication channels. Development of a marketing plan 1S
- Total 2L 4S

Characterization of students' independent work organization and tasks

Students' independent work in this course includes individual literature review, practical analysis of brands, preparation of an essay on current marketing topics, and group work on the development and presentation of a marketing plan. The aim is to enhance students' understanding of marketing concepts and processes, as well as their ability to identify target audiences and select appropriate communication channels.

Learning Outcomes

Knowledge:

- 1. Understands marketing concepts, operating principles, and the importance of the components of the marketing mix. skills:

Skills:

- 2. Can define the target audience for a product and develop appropriate promotion strategies.

Competence:

- 3. Is able to develop the marketing section of a business plan, present it effectively, and persuade the target audience.

Requirements for Awarding Credits

Intermediate tests or midterms:

- 1. Active participation in class and discussion of assigned literature. Assessment is graded on a 10-point scale. Weighting in the overall grade – 30%.
- 2. Independent individual work and presentation on brands. Assessment is graded on a 10-point scale. Weighting in the overall grade – 25%.
- 3. Essay on selected marketing topics. Assessment is graded on a 10-point scale. Weighting in the overall grade – 10%.

Final assessment:

- 4. Independent group work and presentation (marketing plan). Assessment is graded on a 10-point scale. Weighting in the overall grade – 35%.

Criteria for Evaluating Learning Outcomes

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes		
	1	2	3
1. Active participation and discussions	+	+	+
2. Independent individual work	+	+	-
3. Essay	+	-	-
4. Marketing plan	+	+	+

Compulsory Reading List

1. Ph. Kotler, G. Armstrong, Principles of Marketing, Fourteenth Edition. Pearson Education Ltd, 2012
2. Materials placed in Moodle e-learning environment

Further Reading List

1. Berman, A., Bell, E., Business Research Methods. Second edition. Oxford University Press. 2007
2. J. Blythe, Principles and Practice of Marketing, 2nd Edition. Cengage Learning EMEA, 2009

Periodicals and Other Sources

1. Wall Street Journal
2. The Economist
3. Business Central Europe
4. Forbes