

STUDY SUBJECT DESCRIPTION

MARKETING

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
2 nd	6 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
<p>After completion of the study subject, a student should be able:</p> <p>LO 1 to describe the content, relevance and usefulness of marketing in solving economic, business and non-profit organisations' and individuals' problems</p> <p>LO 2 to understand the marketing mix and the marketing environment, market segmentation and the target market, and their implications for marketing decision-making.</p> <p>LO 3 to analyse in a complex way and make informed judgements about social, economic, political life, scientific and technical progress and creativity.</p> <p>LO 4 to describe the elements and strategies of a marketing complex and apply appropriate marketing tools in practice.</p> <p>LO 5 to understand the importance and necessity of market research; the meaning and types of information and how to obtain and process it.</p> <p>LO 6 to select key segmentation attributes and identify the target market</p> <p>LO 7 to understand the factors that influence consumer behaviour</p>		<p>Interactive lectures</p> <p>Discussions</p> <p>Information search</p> <p>Group work</p> <p>Group discussion</p> <p>Case studies</p> <p>Flipped Classroom</p>	<p>Tests</p> <p>Practical work</p> <p>Group work</p> <p>Self-study work</p> <p>Examination</p>

- LO 8** to select the most relevant information
- LO 9** to carry out research on the company's prospects
- LO 10** to use research results
- LO 11** to describe the basics of organising marketing activities in a company.
- LO 12** to develop a marketing plan for the company
- LO 13** to understand strategic operational and other marketing. Strategies inherent in modern business development strategy.
- LO 14** to identify, define marketing tasks at different stages of the innovation process
- LO 15** to know the types of Marketing Innovation. Understands strategic operational and other marketing
- LO 16** to know the characteristics, methods and types of marketing innovation
- LO 17** to understand the communication process and its importance for marketing activities
- LO 18** to understand the nature, meaning and objectives of sponsorship
- LO 19** to understand why different elements of the promotional mix have different comparative weights in promotional activities for personal and industrial consumption, the differences between push and pull strategies and when they are more appropriate
- LO 20** to organise the activities of a marketing department.
- LO 21** to develop a company's marketing programme
- LO 22** to know how to choose marketing strategies for the company's target market.

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Prerequisites (these courses must have successfully completed before she/he can take this course)
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Course content
<ol style="list-style-type: none"> 1. The concept of marketing. Introduction to classical and modern marketing 2. Marketing environment 3. Marketing information and research 4. Markets and market segmentation. Features of innovation market segmentation 5. Models of consumer behaviour. Consumer perceptions of an innovative product 6. Product content, elements and classification 7. Price. Pricing basics 8. Distribution. Trade 9. Promotion. Sales and marketing communication strategies 10. Marketing strategy and management 11. Marketing innovation: characteristics, methods and types
Recommended or required reading and other learning resources/tools
<ol style="list-style-type: none"> 1. Chernev , Alexander (2019).Strategic marketing management : the framework. Chicago : Published by Cerebellum Press 2. Kotler Ph., Armstrong G. (2020). Principles of Marketing, 18th Global Edition. Pearson Horizon 3. Kotler Ph., Kartajaya H., Setiawan I. (2021). Marketing 5.0: Technology for Humanity. John Wiley & Sons 4. Marketing articles (English). http://www.articlesfactory.com/articles/marketing.html 5. Virtual marketing library. https://www.knowthis.com 6. Lithuanian Marketing Association. http://www.lima.lt/lt/titulinis.html 7. http://marketingtoolbox.com 8. http://www.learnmarketing.net/theory.htm