



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

<b>1.1 Course name</b>	<b>Basics of Marketing</b>			
<b>1.2 Study program/s</b>	Undergraduate professional study Management of tourism and sports			
<b>1.3 Course status (O,E)</b>	Obligatory	<b>1.6 Mode of instruction (number of hours)</b>	<b>Lectures</b>	30
<b>1.4 Course code</b>			<b>Exercises</b>	30
<b>1.5 Course abbreviation</b>	OSM		<b>Seminars</b>	
<b>1.6 Semester</b>	IV.		<b>E-learning</b>	
<b>1.7 ECTS</b>	6	<b>1.7 Place and time of instruction</b>	The premises of Polytechnic of Međimurje in Čakovec, according to schedule published on web pages	

### 2. TEACHING STAFF

<b>2.1 Course leader/s-title</b>	Andrijana Kos Kavran, PhD, Senior Lecturer	<b>contact</b>	akos@mev.hr
		<b>contact</b>	
<b>2.2 Assistant/s- title</b>		<b>contact</b>	
		<b>contact</b>	
<b>2.3 Instruction held by- title</b>		<b>contact</b>	

### 3. COURSE DESCRIPTION

<b>3.1 Course goals</b>	After completing the course, the student will be able to understand the basic concepts of traditional marketing and apply them in the practical development of a marketing plan.								
<b>3.2 Prerequisites</b>	No prerequisites.								
<b>3.3 Course outcomes</b>	<p>After successfully completing the course, students will be able to:</p> <p>O1 - Distinguish basic marketing concepts and their practical application.</p> <p>O2 - Assess the possibilities of applying strategic marketing, market segmentation, targeting and positioning.</p> <p>O3 - Assess the possibilities of applying tactical marketing to a specific marketing subject.</p> <p>O4 - Design specific marketing activities that create value in accordance with the needs and desires of customers.</p> <p>O5 - Independently develop a marketing plan.</p>								
<b>3.4 Course content</b>	The course presents contents related to basic marketing concepts. Content is processed from the aspect of marketing organizations. The teaching units present contents related to marketing strategy, consumer behaviour, STP and tactical marketing (product design, pricing, distribution and communication channels).								
<b>3.5 Types of coursework</b>	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities	Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network	Mentorship
		Other							

<b>3.6 Language of instruction</b>	Croatian/English.																																																											
<b>3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)</b>	2	Class attendance		Seminars		Essay																																																						
		Class activity	1	Project		Report/paper																																																						
		Midterm exams		Practical task	1	Continuous knowledge check																																																						
	2	Written exam		Experimental work																																																								
		Oral exam		Research																																																								
<b>3.8 Assessment and evaluation of students' work during classes and at the final exam</b>	<table border="1" data-bbox="603 593 1327 902"> <thead> <tr> <th data-bbox="609 602 948 629">Activity specification</th> <th data-bbox="954 602 1133 629">Percent %</th> <th data-bbox="1139 602 1318 629">Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="609 638 1318 665" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td data-bbox="609 669 948 696">Continuous knowledge check</td> <td data-bbox="954 669 1133 696">10%</td> <td data-bbox="1139 669 1318 696">10</td> </tr> <tr> <td data-bbox="609 701 948 728">Project</td> <td data-bbox="954 701 1133 728">30%</td> <td data-bbox="1139 701 1318 728">30</td> </tr> <tr> <td data-bbox="609 732 948 759">Midterm exam 1</td> <td data-bbox="954 732 1133 759">30%</td> <td data-bbox="1139 732 1318 759">30</td> </tr> <tr> <td data-bbox="609 763 948 790">Midterm exam 2</td> <td data-bbox="954 763 1133 790">30%</td> <td data-bbox="1139 763 1318 790">30</td> </tr> <tr> <td colspan="3" data-bbox="609 795 1318 840" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td data-bbox="609 844 948 871">Written exam</td> <td data-bbox="954 844 1133 871">60%</td> <td data-bbox="1139 844 1318 871">60</td> </tr> <tr> <td data-bbox="609 875 948 902"><b>Total:</b></td> <td data-bbox="954 875 1133 902"><b>100%</b></td> <td data-bbox="1139 875 1318 902"><b>100</b></td> </tr> </tbody> </table>						Activity specification	Percent %	Points	Assessment during instruction			Continuous knowledge check	10%	10	Project	30%	30	Midterm exam 1	30%	30	Midterm exam 2	30%	30	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	<b>Total:</b>	<b>100%</b>	<b>100</b>																											
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<b>3.9 Assessment criteria – analysis per learning outcomes</b>	<table border="1" data-bbox="523 996 1347 1359"> <thead> <tr> <th colspan="6" data-bbox="529 1005 1340 1032" style="text-align: center;">Ways of evaluating learning outcomes</th> </tr> <tr> <th data-bbox="529 1037 667 1117"></th> <th data-bbox="673 1037 817 1117">Continuous knowledge check</th> <th data-bbox="823 1037 948 1117">Project</th> <th data-bbox="954 1037 1078 1117">Mid-term exam 1</th> <th data-bbox="1085 1037 1212 1117">Mid-term exam 2</th> <th data-bbox="1219 1037 1340 1117">Total</th> </tr> </thead> <tbody> <tr> <td data-bbox="529 1122 667 1149">Outcome 1</td> <td data-bbox="673 1122 817 1149">10</td> <td data-bbox="823 1122 948 1149"></td> <td data-bbox="954 1122 1078 1149"></td> <td data-bbox="1085 1122 1212 1149"></td> <td data-bbox="1219 1122 1340 1149">10</td> </tr> <tr> <td data-bbox="529 1153 667 1180">Outcome 2</td> <td data-bbox="673 1153 817 1180"></td> <td data-bbox="823 1153 948 1180"></td> <td data-bbox="954 1153 1078 1180">30</td> <td data-bbox="1085 1153 1212 1180"></td> <td data-bbox="1219 1153 1340 1180">30</td> </tr> <tr> <td data-bbox="529 1184 667 1211">Outcome 3</td> <td data-bbox="673 1184 817 1211"></td> <td data-bbox="823 1184 948 1211"></td> <td data-bbox="954 1184 1078 1211"></td> <td data-bbox="1085 1184 1212 1211">30</td> <td data-bbox="1219 1184 1340 1211">30</td> </tr> <tr> <td data-bbox="529 1216 667 1243">Outcome 4</td> <td data-bbox="673 1216 817 1243"></td> <td data-bbox="823 1216 948 1243">15</td> <td data-bbox="954 1216 1078 1243"></td> <td data-bbox="1085 1216 1212 1243"></td> <td data-bbox="1219 1216 1340 1243">15</td> </tr> <tr> <td data-bbox="529 1247 667 1274">Outcome 5</td> <td data-bbox="673 1247 817 1274"></td> <td data-bbox="823 1247 948 1274">15</td> <td data-bbox="954 1247 1078 1274"></td> <td data-bbox="1085 1247 1212 1274"></td> <td data-bbox="1219 1247 1340 1274">15</td> </tr> <tr> <td data-bbox="529 1279 667 1323">Outcome not-related</td> <td data-bbox="673 1279 817 1323"></td> <td data-bbox="823 1279 948 1323"></td> <td data-bbox="954 1279 1078 1323"></td> <td data-bbox="1085 1279 1212 1323"></td> <td data-bbox="1219 1279 1340 1323"></td> </tr> <tr> <td data-bbox="529 1328 667 1355"><b>Total</b></td> <td data-bbox="673 1328 817 1355">10</td> <td data-bbox="823 1328 948 1355">30</td> <td data-bbox="954 1328 1078 1355">30</td> <td data-bbox="1085 1328 1212 1355">30</td> <td data-bbox="1219 1328 1340 1355">100</td> </tr> </tbody> </table> <p data-bbox="523 1400 1477 1467">Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p data-bbox="523 1471 1477 1677"> Points      Grade  91 – 100    excellent (5)  81 – 90     very good (4)  66 – 80     good (3)  51 – 65     pass (2)  0 – 50      fail (1) </p>						Ways of evaluating learning outcomes							Continuous knowledge check	Project	Mid-term exam 1	Mid-term exam 2	Total	Outcome 1	10				10	Outcome 2			30		30	Outcome 3				30	30	Outcome 4		15			15	Outcome 5		15			15	Outcome not-related						<b>Total</b>	10	30	30	30	100
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<b>Total</b>	10	30	30	30	100																																																							
<b>3.10 Specific features related with taking the course</b>	<p data-bbox="523 1686 1477 1892">If a student collects 50% of the points of each outcome, he/she directly takes the exam, under condition that he/she has submitted a project paper. A student cannot access the exam if he/she has not submitted a project paper. Project paper is made according to the instructions published on the Merlin and is submitted by placing it on the Merlin. Project work is submitted at least 3 days before the exam deadline.</p> <p data-bbox="523 1897 1477 1964">If a student does not achieve a sufficient number of points on the midterm exam, he/she cannot take the next midterm exam.</p> <p data-bbox="523 1968 1477 2033">Once achieved points in the midterm exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular</p>																																																											

	<p>learning outcome, whereby the previous points are then deleted and newly achieved points for that learning outcome are entered.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes.</p> <p>Students who did not take the midterm exams access the written part of the exam where all learning outcomes are checked and are required to submit a project paper before taking the exam.</p> <p>If the students collect 50% of each learning outcome and have not yet collected the minimum number of points for a positive grade, it is possible to orally test the knowledge around each learning outcome.</p>								
<b>3.11 Students obligations</b>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>								
<b>3.12 Written assignments</b>	<p>Project papers must be computer written and must have a minimum of 15-20 pages of text (Times New Roman, font 12). Project papers must have an adequate title page, content and marked pages. Project work should be divided into chapters: 1. Analysis of the organization; 2. Analysis of the environment and markets; 3. Target groups; 4. Positioning strategy; 5. Product offer; 6. Pricing strategy; 7. Distribution strategy; 8. Promotion strategy.</p>								
<b>3.13 Required reading</b>	<table border="1"> <tr> <td>1.</td> <td>Kotler, P., Keller, K. L., Martinović, M.: Upravljanje marketingom – 14. izdanje, MATE, Zagreb, 2014.</td> </tr> <tr> <td>2.</td> <td>Lecture notes.</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	1.	Kotler, P., Keller, K. L., Martinović, M.: Upravljanje marketingom – 14. izdanje, MATE, Zagreb, 2014.	2.	Lecture notes.				
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<b>3.14 Additional reading</b>	<table border="1"> <tr> <td>1.</td> <td>Kotler, P., Armstrong, G., Principles of Marketing, Eleventh Edition, New Jersey: Pearson Education, Inc., 2006.</td> </tr> <tr> <td>2.</td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	1.	Kotler, P., Armstrong, G., Principles of Marketing, Eleventh Edition, New Jersey: Pearson Education, Inc., 2006.	2.					
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<b>4 ADDITIONAL COURSE INFORMATION</b>									
<b>4.1 Quality control</b>	<p>The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.</p>								
<b>4.2 Contact the teacher</b>	<p>Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is</p>								

	desirable for students to come as often as possible for any possible questions during the teacher's office hours.
<b>4.3 Information about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
<b>4.4 Course contribution to the study program</b>	I1 Present information, ideas, problems and solutions to the professional and general public. I3 Critically evaluate arguments, assumptions and data in order to form opinions and contribute to solving the problem. I14 Create a marketing plan for the organisation.

**5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)**

<b>LECTURES</b>				
<b>Hours</b>	<b>Topic and description</b>	<b>Method</b>	<b>Learning outcomes</b>	<b>Course outcome</b>
		<ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>		
1.	Defining marketing for the 21st century	Direct teaching, pp presentation	Explain the basic marketing concepts	O1, O2
2.	Developing marketing strategies and plans	Direct teaching, pp presentation, discussion	Identify different marketing strategies and plans	O1, O2
3.	Creating long-term loyal relationships	Direct teaching, pp presentation, case study	Express in your own words the notion of satisfaction and loyalty	O1, O2
4.	Final consumption market analysis	Direct teaching, pp presentation, discussion	Explain the process of consumer behaviour	O1, O2
5.	Segmentation and selection of target markets	Direct teaching, pp presentation, discussion	Identify different market segments and choose the best	O1, O2
6.	Creating brand market value	Direct teaching, pp presentation, discussion	Give an example of a brand	O1, O2
7.	Positioning strategy	Direct teaching, pp presentation, discussion	Make a positioning statement	O1, O2
8.	Midterm 1			
9.	Product management	Direct teaching, pp presentation, discussion	Apply the product hierarchy to the example	O1, O3

10.	Service management	Direct teaching, pp presentation, discussion	Interpret the difference between a service and a product	01, 03
11.	Price management	Direct teaching, pp presentation, discussion	Break down the price of a product or service	01, 03
12.	Distribution and sales management	Direct teaching, pp presentation, discussion	Choose adequate distribution and sales channels	01, 03
13.	Integration marketing communications management	Direct teaching, pp presentation, discussion, case study	Plan communication channels	01, 03
14.	Mass and personal communications management	Direct teaching, pp presentation, discussion	Interpret the difference between mass and personal communication media	01, 03
15.	Midterm exam 2			
<b>EXERCISES/ SEMINARS</b>				
<b>Hours</b>	<b>Topic and description</b>	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	<b>Learning outcomes</b>	<b>Course outcome</b>
1.	Defining marketing	Discovery learning	Explain the meaning of marketing	01, 02
2.	Marketing orientations/ philosophies	Discussion	Identify different marketing orientations	01, 02
3.	Market concepts	Discussion	Identify different market concepts	01, 02
4.	Competition	Individual discovery learning	Understand the activities of competitors	04, 05
5.	SWOT analysis	Instruction, case study	Make a SWOT analysis for the company	04, 05
6.	Marketing environment	Discussion	Identify market trends and their impact on marketing	02
7.	After sales behaviour	Case study	Suggest company activities for satisfaction management	01

8.	Quiz - continuous knowledge check	Individual work	Outcome check I1	01
9.	Segmentation variables	Individual discovery learning	Identify the segmentation variable through example	02
10.	Working on a project	Group learning	Write the part of a marketing plan	05
11.	Customer profile	Individual discovery learning	Create a customer profile	01
12.	Product positioning	Instruction, individual discovery learning	Write a product positioning statement	04, 05
13.	Midterm exam 1	Individual work	Checking outcomes I1 and I2	01, 02
14.	Product management	Instruction	Classify products and determine their characteristics, functions and benefits	03
15.	Pricing approach	Lead discovery learning	Associate price targets with examples	03
16.	Pricing	Individual discovery learning	Calculate the price of the product	04, 05
17.	Distribution and sales channels	Individual discovery learning	Identify the best channel combination through example	03
18.	Quiz - continuous knowledge check	Individual work	Outcome check I3	03
19.	IMC tools	Lead discovery learning	Determine the best IMC tool for each organization	03
20.	Promotional budget	Instruction	Allocate campaign channels by cost	03, 04
21.	Working on a project	Group learning	Write the part of a marketing plan	04, 05
22.	Project presentations	PP presentation, discussion	Present created marketing activities	04, 05
23.	Project presentations	PP presentation, discussion	Present created marketing activities	04, 05
24.	Midterm exam 2	Individual work	Outcome check I3	03