

## COURSE INFORMATION SHEET

<b>University:</b> Catholic University in Ružomberok	
<b>Faculty:</b> Faculty of Education	
<b>Course code:</b> KMN/Mn-BD119A/22	<b>Course title:</b> Marketing
<b>Type and range of planned learning activities and teaching methods:</b> <b>Form of instruction:</b> Lecture / Seminar <b>Recommended study range:</b> <b>hours weekly:</b> 2 / 2 <b>hours per semester:</b> 26 / 26 <b>Teaching method:</b> on-site	
<b>Credits:</b> 6	<b>Working load:</b> 150 hours
<b>Recommended semester/trimester:</b> 4.	
<b>Level of study:</b> I.	
<b>Prerequisites:</b>	
<b>Requirements for passing the course:</b> The condition for completing the course is the development of a marketing plan for the selected organization, which contains all the basic attributes. The main tasks consist in determining the target group of customers of the selected organization, processing the macro-environment analysis, competition analysis, SWOT analysis, and design of communication mix tools to promote the organization's products and services. Subsequently, a budget plan for the current period and the period of the next three years is prepared. During the semester, the student continuously processes tasks related to basic marketing activities in the organization. Knowledge is verified in the form of a continuous written test in the middle of the semester. <ul style="list-style-type: none"> <li>• preliminary evaluation: case study and test 0-40 points</li> <li>• final evaluation: final exam: 0-60 points</li> </ul> Course evaluation: A – 100%-93% B – 92%-85% C – 84%-77% D – 76%-69% E – 68%-60% Fx – 59%- 0%	
<b>Learning outcomes of the course:</b> Course aim: The course aims to provide students with theoretical and practical knowledge and skills for the implementation of basic marketing activities in organizations. Learning outcomes of the course: After completing the course the student will gain the following knowledge, skills, and competencies: <ul style="list-style-type: none"> <li>- identify, search, acquire, critically evaluate, process and use relevant marketing information from various information sources;</li> <li>- based on the understanding of marketing principles to analyze the domestic and international competitive environment, macroenvironment and microenvironment in the organization;</li> <li>- apply the theory of marketing to the conditions of a specific organization operating in a specific competitive and macroeconomic environment for its competitiveness and sustainable development;</li> </ul>	

- assess and perceive the market space as an opportunity for the organization for its sustainable development and competitiveness;
- evaluate the organization's opportunity using knowledge from marketing, understand the role of entities in the competitive market and correctly apply marketing activities in the organization;
- to create for a specific organization, for reasons of its competitiveness and sustainability, a marketing model suitable for a specific situation on the domestic and global market.

**Course contents:**

1. Marketing terminology and basic concepts of marketing. Historical development of marketing, development stages and development of marketing processes.
2. Principles, tasks and forms of marketing in business and non-business environments and in society.
3. The role of information for market research and analysis. Marketing challenges in the 21st century.
4. Social responsibility and marketing ethics.
5. Company in the marketing environment - marketing philosophy of the company, marketing management of the company, marketing mix, organization of marketing activities.
6. Marketing mix. Integrated marketing communication.
7. Marketing management. Porter's model of the competitive environment.
8. Marketing strategy using the results of SWOT analysis.
9. Marketing planning and marketing plan.
10. Marketing information system.
11. Marketing market/customer segmentation. Market differentiation in domestic, international and global environments.
12. Specifics of service marketing.
13. Specifics of marketing in a digital environment. Use of social networks for the implementation of marketing activities in the business environment. Creating a marketing campaign using marketing knowledge.

**Recommended or required literature:**

1. ČARNOGURSKÝ, K.: Výzvy v marketingu a marketingovej komunikácii v digitálnej ére. Ružomberok: Verbum, 2023. 137 s. ISBN 978-80-561-1024-9
2. DUDINSKÁ, E., BUDAJ, P., BUDAJOVÁ G.: Analýzy v marketingovom plánovaní. 2. aktualizované vydanie. Prešov: Vydavateľstvo Michala Vaška, 2009. 157 s. ISBN 80-7165-757-6
3. KITTA, J. a kol.: Marketing. Bratislava: Iura Edition, 2010. 411 s. ISBN 80- 783-273
4. KOTLER, P.: Marketing v otázkách a odpovediach. Brno: Computer Press, 2005. 130 s. ISBN 80-2510-5180
5. KOTLER, P. a kol.: Moderní marketing. Praha: Grada, 2007. 1041 s. ISBN 80-247-15452
6. KOTLER, P., KELLER, K.L.: Marketing management. 14. Vydanie. Praha: Grada, 2013. 816 s. ISBN 978-80-247-41505
7. KOZEL, R.: Moderní marketingový výzkum. Praha: Grada Publishing, 2005. 280 s. ISBN 80-247-0966X
8. MACHKOVÁ, H.: Mezinárodní marketing: Strategické trendy a příklady z praxe – 4. vydání . Praha: Grada Publishing, 2015. 200 s. ISBN 978-80-247-5366-9
9. MADZÍK, P., ČARNOGURSKÝ, K. Požiadavky zákazníka a proces ich plnenia. Ružomberok: Verbum, 2020. 201 s. ISBN 978-80-561-0778-2
10. REFEXIE Kompendium teórie a praxe podnikania. Integrovaná komunikácia – časť A a B. Časopis Katedry manažmentu v Poprade PF KU v Ružomberku. Ružomberok: VERBUM – vydavateľstvo Katolíckej univerzity v Ružomberku, ročník III., 2019. ISSN 2585-7428
11. SLAVÍK, J.: Marketing a strategické řízení ve veřejných službách. Praha: Grada. 2014. 192 s. ISBN 978-80-247-4819-1
12. VYSEKALOVÁ, J. a kol.: Emoce v marketingu: Jak oslovit srdce zákazníka. Praha: Grada Publishing, 2014. 296 s. ISBN 978-80-247-4843-6

**Language of instruction:**

Slovak, English

**Notes:****Course evaluation:**

Assessed students in total: 41

A	B	C	D	E	FX
24.39	9.76	14.63	12.2	34.15	4.88

**Name of lecturer(s):** Mgr. Karol Čarnogurský, PhD.

**Last modification:** 05.09.2023

**Supervisor(s):**

People responsible for the delivery, development and quality of the study programme:

PhDr. ThLic. Martin Taraj, PhD., prof. Ing. Iveta Ubrežiová, CSc.