

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: №12/29.04.2024 г.

Adopted by the DC: №10/15.04.2024 г.

ACCEPTED BY:

Dean:

(assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: MARKETING

**DEGREE PROGRAMME: INTERNATIONAL BUSINESS AND BUSINESS AND
MANAGEMENT; BACHELOR'S DEGREE**

YEAR OF STUDY: 2; SEMESTER: 3

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	165	-

Prepared by:

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I. ANNOTATION

The discipline aims to provide students from different fields with knowledge and to form skills in the general concepts of marketing theory and practice. The present syllabus provides for the teaching of the discipline according to the latest concepts, principles, methods and tools inherent in the changes in the business environment of the 21st century. In the course of study, attention is paid to issues such as: how markets are developed for different products (tangible products, services, ideas, personalities), how to manage the "environment-organization" relation; what is the content of the marketing knowledge management system in the organization; how consumers think and act in different markets (consumer and organizational); what specific strategies and tactics can be applied to the product, distribution, pricing and communication behavior of the organization; how marketing behaviour can be applied in all areas of life, in both professional and personal contexts.

At the end of the training students will be able to:

- Identify marketing concepts and strategies;*
- Recognize the importance of consumer needs and wants that underlie marketing decisions;*
- Apply basic processes and techniques used in shaping marketing decisions;*
- Understand the opportunities and challenges offered by globalizing markets, etc.;*
- Shape marketing decisions at the business organization level in the context of digitalization of business processes.*

In the course of training, the following key competences are applied and developed, in accordance with the Recommendation of the Council of the European Union of 22 May 2018, namely:

- Digital Competence - Group 4;*
- Personal Competence - Group 5;*
- Entrepreneurial competence - Group 7;*
- Cultural awareness competences - group 8.*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
I. Introduction to marketing		3	2	
1.1.	Nature, functions and tasks of marketing			
1.2.	History of marketing theory and practice			
1.3.	Marketing in the management process			
1.4.	Market and marketing philosophies			
1.5.	States of demand			
1.6.	Types of marketing			
1.7.	Marketing mix			
II. Marketing environment		4	2	
2.1.	Marketing macro environment			
2.2.	Marketing microenvironment			
2.3.	System of environmental monitoring indicators			
2.4.	Methods for environmental analysis and evaluation			
III. Marketing Information System		3	2	
3.1.	Nature and purpose of the MIS			
3.2.	Types of information			
3.3.	Methods for collecting information			
IV. Consumer markets and purchasing behaviour		3	2	
4.1.	Consumer markets. Features			
4.2.	End-user buying behaviour patterns			

4.3.	Influences on end-user behaviour			
4.4.	Buyer decision making process			
4.5.	E-Shopping			
V. Organisational markets and purchasing behaviour		3	2	
5.1.	Organizational markets. Features			
5.2.	Model of buying behaviour of organisational consumers			
5.3.	Influences on organisational consumer behaviour			
5.4.	Purchasing decision process			
5.5.	E-buying by organizational customers			
VI. STP marketing		6	4	
6.1.	Nature of target marketing			
6.2.	Main phases and stages in target marketing			
6.3.	Segmentation - nature, stages and features in consumer and organizational markets.			
6.4.	Target market selection - stages, key metrics and features in consumer and organizational markets.			
6.5.	Positioning - nature, stages and features in consumer and organisational markets.			
VII. The product in the marketing mix		4	2	
7.1.	Product level classifications and concepts			
7.2.	Product mix, product lines and product units			
7.3.	Product life cycle			
7.4.	Product-portfolio matrices			
7.5.	New product development. Stages and actions			
VIII. Price in the marketing mix		3	2	
8.1.	Nature and role of price in the marketing mix			
8.2.	Functions and elements of price			
8.3.	Factors influencing price formation			
8.4.	Price setting and pricing tools			
8.5.	Price research and information base formation			
IX. Distribution and supply chains		3	2	
9.1.	Nature and importance of distribution in the marketing mix			
9.2.	Units and functions of units in distribution channels			
9.3.	Types and types of distribution channels			
9.4.	Management of distribution channel units			
9.5.	Logistics and supply chains - nature, importance and functions			
X. Marketing communications and promotional mix		3	2	
10.1.	Conceptual model of marketing communications			
10.2.	Types of marketing communications - functions and importance			
10.3.	Elements of the promotional mix - advantages, disadvantages, integrated application			
10.4.	Stages in the development of promotional programs			
10.5.	Impact of digital technologies on marketing communications			
XI. Management of marketing activity		3	2	
11.1.	Marketing activity in the strategic management process			
11.2.	Organisation of marketing activity			
11.3.	Marketing planning process - main stages			
XII. Marketing in globalising markets		3	2	
12.1.	Global competition and global companies for global consumers			
12.2.	Features of scanning the global environment			
12.3.	Global Market Entry Solutions			
12.4.	Global Marketing Solutions			
XIII. Features of the marketing application		2	2	

13.1.	Macromarketing			
13.2.	Marketing of services			
13.3.	Marketing in non-profit organisations			
13.4.	Marketing ideas and personalities			
XIV. Social responsibility of marketing		2	2	
14.1.	Social criticism of marketing			
14.2.	Public institutions and actions for regulation			
14.3.	Marketing ethics			
Total:		45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Individual or group tasks	1	35
1.2.	Test (mixed questions) or case study	1	35
1.3.	Presentation	1	35
Total midterm control:		3	105
2.	Final term control		
2.1.	Exam (test or case study)	1	60
Total final term control:		1	60
Total for all types of control:		4	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Stanimirov, E., Georgieva, E., Kehayova-Stoycheva M. and others, Marketing, [Textbook for the students of IU - Varna], Ed. "Science and Economics", UE-Varna, 2017.
2. Stanimirov, E. Multidimensional strategy for your business. Sofia : East-West, 2022, 223..

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Armstrong G., Kotler F., Introduction to Marketing, Classics and Style, Sofia, 2013.
2. Bird, D., Direct and digital marketing common sense, Locus, 2012, 552
3. Georgieva E., Kehayova-Stoycheva M., Stanimirov E., Marketing - textbook, second revised edition, Steno, Varna, 2012.
4. Dimova N., Mladenova G., Fundamentals of Marketing, NBU, Sofia, 2009.
5. Kehayova-Stoycheva, M., Ivanov, S., Nedev, J., Serbezova, B. Sustainable Household Consumption : Electronic collection of teaching materials. Varna : Knowledge and Business, 2023, 182.
6. Kotler, F., Marketing 3.0, Locus, 2010.
7. Kotler F., Kartadjaya H., Setiwan I., Marketing 5.0, Locus Publishing, 2022, 272 pp.
8. Stanimirov, E. White spots in business. Sofia : East-West, 2023, 359.
9. Stanimirov, E., Zhechev, Vl. Marketing of business organizations, Ed. "Science and Economics, IU-Varna, 2015
10. Uzunova, Yu. et al, Marketing, "Nauka i ekonomiki", Varna, 2010.

11. Marketing Theory: The SAGE Handbook, SAGE, 2010.