



## Course description: Marketing

1	Code	
2	Title of the course	Marketing
3	Cycle: short/first/second/third (or EQF level 5/6/7/8)	EQF level 6
4	Year of study when the course is delivered (if applicable)	2
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	spring / summer
6	Number of ECTS credits allocated	6
7	Name of lecturer(s), e-mail(s) of the lecturer(s)	chief assit. prof. Christian Zhelev, PhD christianjelev@unwe.bg
8	Learning outcomes	<p>The course Marketing provides students with knowledge about the contemporary marketing issues and challenges at an introductory level.</p> <p>Upon completion, students would be able to:</p> <ul style="list-style-type: none"> <li>• identify and describe various processes in marketing;</li> <li>• identify a range interactions which form the overall understanding of the marketing in terms of sustainability, responsible production and consumption;</li> <li>• analyse and draw conclusions about marketing problems based on reasoning and logical thinking;</li> <li>• see through the interdisciplinary interactions.</li> </ul>
9	Mode of delivery: face-to-face; online (distance) or hybrid (both on campus and online in the same time)	hybrid
10	Prerequisites or/and co-requisites (if applicable for your course)	



11	Course content (Please provide a list of up to 15 basic topics, covered by the course)	<ol style="list-style-type: none"> <li>1. Defining marketing and market place</li> <li>2. Marketing environment</li> <li>3. Strategic marketing – basic considerations</li> <li>4. Research process – managing marketing information to gain customers’ insights</li> <li>5. Consumer behaviour</li> <li>6. Business buyer behaviour</li> <li>7. Creating value for targeted customers: segmentation; targeting, differentiation, positioning</li> <li>8. Products, services and brands</li> <li>9. Innovations; new product development and product life cycle</li> <li>10. Pricing and price considerations</li> <li>11. Marketing channels</li> <li>12. Communication mix</li> <li>13. Ethical issues in the contemporary marketing; green marketing, sustainable development and marketing</li> <li>14. Digital and social media marketing</li> <li>15. Broadening the scope of marketing – interdisciplinary intersections</li> </ol>
12	Required and/or recommended reading, learning resources or tools (Please provide at least 2 required readings and at least 3 additional readings)	<p>Required:</p> <ul style="list-style-type: none"> <li>• Kotler, P., &amp; Armstrong, G. (2020). Principles of marketing. Pearson.</li> <li>• Evans, J., &amp; Berman, B. (11th + edition). Marketing: Marketing in the 21st Century. Pearson.</li> <li>• Kotler, P., Kartajaya, H., &amp; Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.</li> </ul> <p>Recommended:</p> <ul style="list-style-type: none"> <li>• Solomon, M., Marshall, G., &amp; Stuart, E. (2019). Marketing Real People, Real Choices. Pearson.</li> <li>• Aleksej, H., &amp; Fletcher, G. (2020). Digital and Social Media Marketing: A Results-Driven Approach. Routledge.</li> <li>• <a href="http://www.ama.org">www.ama.org</a></li> </ul>
13	Learning activities and teaching methods	A combination of different teaching techniques and methods is applied in instruction such as lectures, seminars, discussions, individual assignments, reports, surveys, case studies, among other methods.



14	Assessment methods and assessment criteria	The course assessment consists of several components: ongoing evaluation, group projects, class participation, midterm and final tests. A minimum of 60 % is required to successfully complete the course.
15	Language of instruction	English
16	Name and Code of the University, offering the course	University of National and World Economy, Sofia BG SOFIA03
17	Degree Program(s) in which course is offered (or ISCED code, if applicable)	Bachelor's program
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE