

IP_323 Marketing in Central and Eastern Europe

Type of course: Daily attendance 2/2
(Hours of lectures / seminars per week)

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Aims of the course:

This course will review various applications of marketing concepts within the continuously changing environments in Central and Eastern European markets. This course will explore product/service development, promotional techniques, pricing strategies, distribution alternatives, and general marketing-overview in CEE business.

Learning outcomes and competences:

Upon successful completion of this course, student will be able to explain what marketing and what decisions marketers have to do, describe basic factors of marketing environment, explain the basic principles of segmentation, describe and explain the marketing mix. All this in context of CEE.

Course contents:

Marketing - definition and principles
Marketing environment
Marketing research
Segmentation and targeting
Brand and positioning
Product policy
Price policy
Distribution policy

Communication mix
International marketing
Marketing planning

Teaching methods and workload (hours of workload):

Type of teaching method	Hours of workload
Participation in lectures	26
Preparation for lectures	26
Attendance at seminars	26
Preparation for seminars	39
Preparation for mid-term test	26
Preparation for final presentation	39
Total	182

Assessment methods (weighing):

Requirement type	Daily attendance
Participation – lecture / seminar / excursion	20%
Mid-term test	40%
Final presentation	40%
Total	100%

Literature:

RUSSELL, E., The fundamentals of marketing, Lausanne: AVA Academia, 2010

KOTLER, P. – KELLER, K. L.: Marketing Management. 12th edition, Prentice-Hall, Inc., Englewood Cliffs, New Jersey 2005

RIES, Al. – TROUT, J.: The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!, HarperCollins Publishers, Inc., New York 1994

ZOUBIR Y., LHABITANT F.S.: Doing Business in Emerging Europe, Palgrave MacMillan, New York 2003

Handouts distributed in class. Internet, magazines, newspapers.