

IP_323 Marketing in Central and Eastern Europe

Name of lecturer:

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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
Marketing environment
Marketing research
Segmentation and targeting
Brand and positioning
Marketing mix
Communication mix

Assesment methods:

Participation 20 %
Midterm test 40 %
Final presentation 40 %

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.