

Syllabus for course MARKETING IN CENTRAL AND EASTERN EUROPE

Course code:	3MG400
Course title:	Marketing in Central and Eastern Europe
Number of ECTS credits allocated:	6 (1 ECTS credit = 26 hours of workload)
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Semester:	Spring 2023
Name of lecturer(s):	Ing. David Říha, Ph.D., MBA (supervisor)
Prerequisites and co-requisites:	none

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 region.

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

Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	26 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	26 h
Preparation of presentation	26 h
Preparation for mid-term test(s)	26 h
Total	156 h

Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	20 %
Presentation	40 %
Mid-term test(s)	40 %
Total	100 %

Assessment:

Graded courses	
1=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	ARMSTRONG, G. -- KOTLER, P.	Principles of marketing	Harlow	Pearson	2021	978-1-292-34120-0

RQ required
RE recommended