

Course Code	Marketing UNYP 20325
Level	Upper-level course in a Bachelor's degree program
Credits	3 semester credits / 6 ECTS
Pre-requisite(s)	C- or better in Microeconomics

Scheduled meetings	45 hours
Average preparation time	105 hours
Total student work time	150 hours

Description The course creates a solid understanding of the core principles of marketing both from a theoretical and practical standpoint. Major emphasis will be on the acquisition of marketing skills for planning drafting and implementing specific marketing strategies, and on preparing students to apply marketing concepts in both local and international business environments.

Learning outcomes Upon successfully completing this course, the student will be able to:

- understand the fundamentals of marketing – both theory and practice;
- describe the basic marketing theories using current marketing terminology and will develop a foundational knowledge of the marketing process;
- investigate modern business organizations and evaluate their practices according to theories presented in class;
- understand the business environment and to understand the role that marketing plays in the growth of a business;
- become acquainted with current management issues;
- develop basic marketing skills in the classroom environment.

Study literature Principles of Marketing (13th Global Edition). Philip Kotler and Gary Armstrong. Year: 2010

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.