



DEPARTMENT OF MASS COMMUNICATION

COURSE CATALOGUE 2021 / 2022

Summer semester /Bachelor level

COURSE INFORMATION	
Course name	Basic marketing
Degree	Undergraduate
Semester	Summer
ECTS points	3
Course status	Elective
Course leader	Matea Matic, PhD, Assistant professor Ivan Jelčić mr.sc.,assistant
Department, room no.	-
Phone	
e-mail	jelcic.ivan@unidu.hr
COURSE DESCRIPTION	
Course content	
<ol style="list-style-type: none">1. The basic role of marketing2. Marketing planning process and environmental analysis3. Marketing information: Analysis of consumer behaviour4. Marketing information: Analysis of business and organizational customers5. Market segmentation and market targeting6. Marketing mix: Product7. Marketing mix: Place8. Marketing mix: Promotion9. Marketing mix: Price	

10. Marketing strategies: planning, implementation and control

11. Digital marketing environment

Learning outcomes

After completing this course, the student is expected to be able to:

- describe role of marketing,
- determine important role of marketing planning process based on environmental analysis,
- evaluate marketing information for marketing decisions,
- apply analytic tools and four P-s of marketing in marketing environment,
- create and determine marketing strategy in business environment,
- implement and control marketing strategy.

TEACHING MODE

<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input checked="" type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams
<input type="checkbox"/> Distance learning	

EXAMINATION METHOD

<input checked="" type="checkbox"/> Oral	Other:
<input checked="" type="checkbox"/> Written	
<input checked="" type="checkbox"/> Partial exam	

READING

Compulsory reading

1.	Contributors, Principles of Marketing, University of Minnesota, open access, 2015,
2.	Kotler P., Keller K.L., Marketing management, 14e, Pearson, 2014.
3.	McCarthy E.J., Perreault W.D., Basic Marketing: A Global- Managerial Approach, Eleventh Edition, Irwin, Boston, 1993.

Optional reading

1.	McDonald, D., Marketing plans – how to prepare them, how to use them, Fifth edition, Butterworth-Heinemann, 2002.
2.	Guiltinan J.P., Gordon W.P., Marketing management, strategies and programs, Fifth edition, McGraw-Hill, 1994.
3.	Walker O.C., Boyd H.W., Larrèchè J.C., Marketing Strategy, Planning and Implementation, Third Edition, Irwin/McGraw-Hill, 1999.
4.	Lehmann D.R., Winer R.S., Analysis for marketing planning, Third Edition, Richard D. Irwin, 1994.

LIST OF TOPICS

No.		Hours		
		L	E	S
TOTAL HOURS		20	30	

OTHER RELEVANT INFORMATION

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Winter semester / Master level

COURSE INFORMATION	
Course name	Marketing research
Degree	Master
Semester	Winter
ECTS points	3
Course status	Elective
Course leader	Matea Matic, PhD, Assistant professor Ivan Jelčić mr.sc.,assistant
Department, room no.	
Phone	
e-mail	jelcic.ivan@unidu.hr
COURSE DESCRIPTION	
Course content	
<ol style="list-style-type: none">1. The role of market research2. Market research process3. Research for marketing information and decisions4. Analysis of data in market research5. Sampling in market research6. Market segmentation and selecting a target market7. Analysis of results in market research8. Advertising tools for research activities9. Media tools for research activities Promotional tools for research activities	
Learning outcomes	
After completing this course, the student is expected to be able to:• describe role of market research, • determine process in market research,• evaluate marketing information for marketing decisions,• use a adequate sampling method in market research,• select	

a target market based on research • apply analytic tools for research activities in marketing environment, • analyze and implement results of market research in business

TEACHING MODE

<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultations
<input type="checkbox"/> Seminars and workshops	<input type="checkbox"/> Laboratory
<input checked="" type="checkbox"/> Exercises	<input type="checkbox"/> Field work
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams
<input type="checkbox"/> Distance learning	

EXAMINATION METHOD

<input type="checkbox"/> Oral	The quality of the programme, and of the teaching process, teaching skills and the level of acquired knowledge will be verified by means of a written evaluation based on questionnaires and other standardised methods complying with the regulations of the University of Dubrovnik. Peer review. Self-evaluation, analysis, and corrections.
<input checked="" type="checkbox"/> Written	
<input checked="" type="checkbox"/> Partial exam	

READING

Compulsory reading

1.	Shukla, P., Essentials of Marketing Research, Bookboon, 2008.
2.	Clow K.E., Baack, Integrated Advertising, Promotion and Marketing Communications, Fifth Edition, Pearson Education Limited, 2012
3.	Belch G.E., Belch M.A., Advertising and Promotion, an integrated marketing communications prespective, 9e, McGraw-Hill Irwin, 2012.

Optional reading

1.	McDonald, D., Marketing plans – how to prepare them, how to use them, Fifth edition, Butterworth-Heinemann, 2002.
2.	Guiltinan J.P., Gordon W.P., Marketing management, strategies and programs, Fifth edition, McGraw-Hill, 1994.
3.	Sharp, B., How Brands Grow, Oxford University Press, 2010.
4.	Templeton, J.F., The Focus Group: A Strategic Guide, McGraw-Hill, 1996.

5.	Kaden, R.J., Guerilla Marketing Research, Kogan Page, 2007.			
LIST OF TOPICS				
No.		Hours		
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TOTAL HOURS		20	10	
OTHER RELEVANT INFORMATION				
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