



Country BULGARIA	Institution Vasil Levski National Military University	Course Marketing	ECTS 3.0
Service All Languages English, Bulgarian	<p>Minimum Qualification for Lecturers</p> <ul style="list-style-type: none"> • English: Common European Framework of Reference for Languages (CEFR) Level B2 or NATO STANAG 6001 Level 2. • Adequate physical training and medical condition. • Adequate pedagogical and psychological competences. • Thorough knowledge of the topic taught. 		
<p>Prerequisites for international participants:</p> <ul style="list-style-type: none"> • English: Common European Framework of Reference for Languages (CEFR) Level B1 or NATO STANAG Level 2. • The end of the 1st year of national (military) higher education. • Adequate physical and psychological preparation and good medical condition. 		<p>Goal of the Course:</p> <p>One of the most important discoveries in human history that played a big role in the development of civilization is the market appearance.</p> <p>The market is a highly developed part of human civilization. The market is the area where talent and efforts of man as a manufacturer and trader find impartial evaluation. "Only on the market a person can realize his freedom as user."</p> <p>Freedom, and economic year as well, means a choice of behavior. For all individuals, including business entities, choice of behavior is vital to ensure achievement of pre-and freely selected targets.</p> <p>For organizations, one of the most important issues is the optimization of the choice of behavior in accordance with its objectives and capabilities. Reanalysis of targets in a particular market, does not include compliance of the choice of behavior to the requirements of this market. Awareness of this fact has a revolutionary importance for the theory and practice of business management. The initial idea from which the theory of marketing developed must be sought too.</p> <p>Motherland of marketing is the United States. At the beginning of this century it began to be taught as a scientific discipline in some of the most prestigious U.S. universities. For a short time marketing becomes popular in the business community, the result of which is that before World War I many of the largest U.S. companies created specialized marketing units in their management structures.</p> <p>In Western Europe, the principles of marketing in business management starts to be used during the 50 years of this century. During this time, the economies of most countries in the region have already been restored which led to the fact that the domestic market grew from a "manufacturer market" in</p>	



"consumer market". This draws the attention of business organizations to market and its operators in order to overcome the problems associated with the sale of goods.

The great interest of business in marketing is strong incentive for the development of marketing theory. A methodological marketing tool is greatly enriched by the use of methods of sociology, psychology, econometrics, statistics, informatics and others.

Practical orientation of the current curriculum

Marketing management is the process of planning and implementation of the concept, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational aims.

To refine the definition, we should underline that marketing management is responsible for determining the level right time and the composition of demand in a way that will facilitate the organization in achieving its goals.

Marketing is a system of concepts. In some cases, the meaning, from marketing point of view, differs from conventional meanings of those terms. It is necessary to define the basic concepts that are essential to the theory of marketing.

"**Marketing mix**" is a complex marketing summarizing all the elements and activities with which active marketing organizations can be lead. In marketing literature, the content of the term "marketing mix" is described as four "P". This name comes from the English words - product, place, price, promotion (product, distribution, price, communications), which represent the four elements of the marketing mix. Each of these elements form the marketing policy of the organization is aimed at market impact.

All the elements of the marketing mix formed the tools of marketing policy.



Learning outcomes	Know-ledge	<p>As a result of the training under this program, learners should acquire new knowledge about:</p> <p>2.2.1. The essence and key features of key concepts in marketing</p> <p>2.2.2. The history of Marketing</p> <p>2.2.3. Methods of marketing strategic analysis and diagnostics of the internal and external environment of the organization</p> <p>2.2.4. Methods of marketing researches</p> <p>2.2.5. The main types of marketing policy</p>
	Skills	<p>As a result of the exercises foreseen in the program, learners should build new skills:</p> <p>2.3.1. To perform marketing strategic analysis and diagnostics of the organization's internal and external environment</p> <p>2.3.2. To perform Methods of marketing researches</p> <p>2.3.3. To mate the segmentation of the market</p> <p>2.3.4. To position the product on the market</p> <p>2.3.5. To mate the advertising</p> <p>2.3.6. To mate the marketing policies – product, prices, distribution, promotion</p>
	Competences	<p>In response to the need of managerial knowledge, skills and competences, the Marketing examines the prerequisites for the marketing concepts, marketing researches, marketing analysis and marketing mix.</p>

Verification of learning outcomes

The main academic methods of giving knowledge are lectures and seminar sessions, which are held in mix training courses of both students and cadets.

Evaluation on results of the course is built on the current curriculum. For this purpose, it is provided a semester examination as a preparation course project on a topic of curriculum.

Module Details		
Main Topic	Recommended WH	Details
<p>Topic One: Introduction to Marketing. Definitions and Basic Marketing Concepts. Marketing - Mix. Basic Marketing Concepts.</p>	2	<p>The first topic views the definition of the Marketing as - marketing is the process of planning and implementation of the concept, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that satisfy customer and organizational aims, the main marketing categories and marketing mix.</p> <p>DISCUSSION AND WORK TASKS</p>



Topic Two: Consumer Behavior Marketing Research	6	<p>The main task of marketing is to investigate the characteristics of the customers and their behavior. It is necessary to answer the questions related to consumer behavior before, during and after purchase. The aim of study of consumer behavior is to reveal - how the decision to purchase is made, who has made it, as a result of which factors influence it is made and what is the reaction of the customer.</p> <p>Marketing research is a process of systematical gathering of information, which is then analyzed and interpreted in order to locate and address marketing issues and discover new possibilities.</p> <p>DISCUSSION AND WORK TASKS</p>
Topic Three: Market Segmentation	4	<p>Market segmentation represents the division of some users into homogenous subgroups based on different characteristics. These are users that react to a marketing mix in a similar fashion.</p> <p>DISCUSSION AND WORK TASKS</p>
Topic Four: Strategic Marketing Analysis Methods	2	<p>Marketing strategies are aimed at achieving long-term competitive advantages. They represent the method chosen for achieving the corresponding marketing targets (market penetration, proceeds, profits, etc.). Different strategic marketing analysis methods can be applied in order to get a real evaluation of the company's status and position and its products on a given market and identifying appropriate strategies for development.</p> <p>DISCUSSION AND WORK TASKS</p>
Topic Five: Product Policy Pricing Policy	8	<p>Product policy is defined as a set of actions in the production and sale of goods related to the definition and maintenance of optimal structure of production and selling goods.</p> <p>The pricing policy is defined as the process of systematically identifying and maintaining such prices that reflect the specific market situation. It is a set of considerations which are reported in the determining of the prices of goods and the reasons for that change according to the changes in production and marketing. In a market economy leading point in the pricing policy is the state of the market and the relationship between supply and demand.</p> <p>DISCUSSION AND WORK TASKS</p>
Topic Six: Distribution Policy Communication Politics	8	<p>Organization distribution policy is connected to systematic deciding on the physical movement of products and services from producer to consumer. It includes transportation, storage of stocks, transactions execution and as well as transfer of products ownership to the participants in the channels of distribution.</p> <p>The forming of communicative politics demands a careful, planned, systematic analysis and a valuation of the possible versions, as it is</p>



Erasmus Module
MARKETING
Description

Vasil Levski National Military University
Doc.: ES/2018/08
Date: 09-08-2018
Origin: BG VELIKO02

		<p>selected such kind of information, which ensures a maximal economic and marketing effect. The communicative politics is only part of the more general of marketing politics, and commercial aims should match to the decided form the company short-term and long-term tasks.</p> <p>DISCUSSION AND WORK TASKS</p>
<p>A variety of existing theoretical knowledge and practical experience was examined and were initiated contacts with the world's leading authors in the field of marketing during the preparing the curriculum and lectures – Phillip Cutler, Theodor Levitt and so on.</p>		
Academic hours	30	
Additional hours to increase the learning outcomes		
Self-Study	10	<ul style="list-style-type: none">• Enhancing knowledge as a self-preparation on a particular subject for the final exam.• Reflection of the topics issued.
Total	40	

Main available resources:
/in English/

1. Banabakova, V. Marketing, Plovdiv, 2013
2. Cutler, F. Marketing management, USA, 2009.