

Course title	Contemporary, human approach to marketing
Component code	03-05
Lecturer	Determined later
Lecturer's email address	
Hours	15 (classes accumulated in larger time blocks)
ECTS	5
Semester	Summer
Content	<ol style="list-style-type: none"> 1. The essence of marketing 2. Trends in consumer behavior 3. Consumer insights 4. The essence of the brand and its adaptation to the customers' needs 5. 6P of marketing <ul style="list-style-type: none"> * product * price * placement * promotion * people * performance
Learning outcomes	<p>BUSINESS SKILLS</p> <ul style="list-style-type: none"> • understanding the essence of marketing • ability to identify marketing activity • ability to analyze the business environment • ability to identify consumer behavior • ability to create brand assumptions <p>SOCIAL SKILLS</p> <ul style="list-style-type: none"> • ability to work in a team • ability to present the results of teamwork
Selected literature	<p>Chan Kim W., Mauborgne R. Blue ocean strategy? 2019</p> <p>Dib A. The 1-page marketing plan, 2019</p>
Teaching tools/methods	<p>Lectures</p> <p>Teamwork</p> <p>Exercises</p>
Form of examination	<p>Projects</p> <p>Public presentations</p>