

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF „MANAGEMENT“**  
**DEPARTMENT „MARKETING“**

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**ACCEPTED BY:**

**Rector:**

**(Prof. Plamen Iliev, PhD)**

**SYLLABUS**

**SUBJECT: “MARKETING”;**

**DEGREE PROGRAMME: „Accounting“; BACHELOR'S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 3;**

**TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 75 h.**

**CREDITS: 8**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
<b>EXTRACURRICULAR</b>	165	-

Prepared by:

1. ....  
(Prof. Evgeni Stanimirov, PhD)

2. ....  
(Sen. Assist. Prof. Vladimir Zhechev, PhD)

Head of department: .....  
„Marketing“ (Prof. Evgeni Stanimirov, PhD)

## **I. ANNOTATION**

The course “**Marketing**” as part of the students’ education in **Accounting** focuses on marketing theory, methodology, key marketing concepts, the role of marketing mix within companies and society.

The course is developed in 9 units and allows students to obtain knowledge and build fundamental marketing skills in correspondence with the contemporary business environment, global business trends, ethics, corporate social responsibility and international legislation.

The key topics of the course include: basic marketing concepts; marketing environment; marketing information system; consumer behavior; organizational markets and consumer behavior; market development; marketing mix.

Specifically, the course goals are focused on:

- Introduction to marketing theory, methodology and practices;
- To enhance students’ problem solving and decision making abilities by learning how to analyze the marketing environment and conduct marketing segmentation and positioning;
- To present the specific characteristics of the marketing mix with contemporary applied marketing view;
- To expand student knowledge of the specific marketing situations.

By course completion, students should:

- Understand marketing theory, methodology and processes;
- Master their knowledge on marketing mix development and strategy implementation;
- Learn marketing decision making on the basis of analyzing marketing environment(s);
- Provide evidence of specific marketing applications into real business.

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>I. Focus on Marketing: Theory, Methodology and Practices</b>		<b>6</b>	<b>3</b>	
1.	Marketing in Retrospective. Marketing Concepts Evolution.			
2.	Marketing’s Role in Global Economy.			
3.	Marketing for Business Success.			
4.	Social Marketing Issues.			
5.	Contemporary Marketing Decisions. High Technology and E-Marketing.			
<b>II. Marketing Environment</b>		<b>5</b>	<b>3</b>	
1.	Macro-marketing Environment.			
2.	Micro-marketing Environment.			
3.	The Internal Marketing Environment.			
4.	Marketing Opportunities in Changing Environment.			
<b>III. Marketing Information System</b>		<b>6</b>	<b>4</b>	
1.	MIS Structure			
2.	Internal Report System			
3.	Market Research System			
4.	Marketing Intelligence			
5.	Marketing Models			
6.	MIS and Marketing Decisions Making			
<b>IV. Buyers and Markets</b>		<b>6</b>	<b>4</b>	
1.	Buyers and Markets – Types and Specifics			
2.	Consumer Behavior			
3.	Organizational Markets and Consumer Behavior			
4.	Marketing Ethics and Responsibility			

<b>V. Market Development</b>		<b>6</b>	<b>4</b>	
1.	Defining Relevant Market			
2.	Market Segmentation			
3.	Defining Target Market Segments			
4.	Market Positioning			
<b>VI. Product as a Component of Marketing Mix</b>		<b>4</b>	<b>3</b>	
1.	Product in the Marketing mix. Marketing Mix Coordination.			
2.	Product – Definitions and Classifications			
3.	Product Policies in Marketing			
4.	Product Development			
5.	Product Life Cycle Concept. Product Strategies.			
<b>VII. Price as a Component of Marketing Mix</b>		<b>4</b>	<b>3</b>	
1.	Price Dimensions in Marketing Mix.			
2.	Price Structure.			
3.	Price Development.			
4.	Price Strategies. Price Transformations.			
<b>VIII. Distribution in Marketing Mix</b>		<b>4</b>	<b>3</b>	
1.	Distribution in Business.			
2.	Marketing Channels			
3.	Marketing Channel Intermediaries			
4.	Marketing Channel Relationship			
5.	Distribution Strategies. Distribution Integrations.			
<b>IX. Promotion in Marketing Mix</b>		<b>4</b>	<b>3</b>	
1.	Promotion as a Component of Marketing Mix.			
2.	Communication Process. Promotional Mix. Promotional Strategies			
3.	Selecting Promotional Tools – value, risk and cost.			
4.	Consumer Oriented and Intermediary Oriented Sales Promotions. Promotional Strategies.			
5.	Ethic and Responsibility Aspects			
<b>Total:</b>		<b>45</b>	<b>30</b>	

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project (on a predefined topic)	<b>1</b>	<b>40</b>
1.2.	Test (multiple choice and closed-end questions)	<b>2</b>	<b>30</b>
<b>Total midterm control:</b>		<b>3</b>	<b>70</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>95</b>
<b>Total final term control:</b>		<b>1</b>	<b>95</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>165</b>

### IV. LITERATURE

#### REQUIRED LITERATURE:

1. Kotler, P. and Armstrong, G. (2012), *Principles of Marketing*. 14<sup>th</sup> Edition. Pearson Prentice Hall.

**RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Boone, Louis E. and David L. Kurtz (2006), *Contemporary Marketing*, 12th Edition, Thomson South-Western.
2. Kotler, Philip and Kevin Lane Keller (2006), *Marketing Management, 12th Edition*, Prentice-Hall.
3. Pride, William M. and O. C. Ferrell (2006), *Marketing*, Houghton Mifflin.