

Informačný list predmetu

Akademický rok 2024/2025

Vysoká škola	Univerzita sv. Cyrila a Metoda v Trnave
Fakulta	FMK UCM
Kód predmetu	KMARK/22bdVZME001/22
Názov predmetu	marketing a regionálny marketing
Rozsah	2P
Počet kreditov	4
Vyučujúci	Mgr. Lenka Labudová, PhD. (prednášajúci), doc. PhDr. Denisa Jánošová, PhD., MSc. (prednášajúci)

Podmienky na absolvovanie predmetu

During the semester, 2 absences are allowed. For students with an individual study plan, a minimum attendance of 50% is required for lectures.

A student can earn a total of 60 points, which represents 100%. These points are divided into 2 sections:

Presentations - 20 points

Final exam - 40 points

To successfully complete the course, a student must earn a minimum of 56% of the points, which is equivalent to 34 points out of 60.

The final grading scale is as follows:

100% – 92% = A

91% - 83% = B

82% – 74% = C

73% – 65% = D

64% - 56% = E

55% and less = FX

Výsledky vzdelávania

Upon completing the course, the student will acquire the following knowledge, skills, and competencies:

Understands the fundamental theoretical foundations of marketing and regional marketing.

Recognizes the importance of marketing for businesses, organizations, and territories.

Capable of explaining the work of marketing managers, their duties, and responsibilities.

Can identify the environmental factors affecting a business, city, region, and their impact.

Identifies the various stages for all tools of the marketing and communication mix.

Able to gather and process data from marketing information systems.

Can distinguish between a marketing plan and a marketing strategy.

Develops communication competencies through practical tasks.

Improves teamwork skills.

Possesses presentation and creative abilities, which are utilized in creating presentations.

Stručná osnova predmetu

Introduction + Marketing and Regional Marketing (Definition; Objectives; Basic Concepts)

Marketing Environment (Micro; Macro) + STEPLE Analysis

SWOT Analysis of Business and Region

Customer Segmentation (Identification of Target Group) + Persona

Competitive Analysis

Marketing Mix 4P + 4C (Product + Customer)

Marketing Mix 4P + 4C (Price + Value)

Marketing Mix 4P + 4C (Distribution + Convenience)

Marketing Mix 4P + 4C (Promotion + Communication)

Presentations

Presentations

Odporúčaná literatúra

Armstrong, G., & Kotler, P. (2022). Marketing: An Introduction. Pearson.

Čábyová, L., et al. (2021). Marketing II. FMK UCM.

Baker, B. (2019). Place Branding for Small Cities, Regions, and Downtowns: The Essentials for Successful Destinations. Independently published.

Jánošová, D. (2019). Možnosti inovatívnych foriem marketingovej komunikácie v regionálnom marketingu. UCM FMK.

Jánošová, D. (2017). Regional marketing from the view of selected factors. Wydawnictwo UNIKAT 2.

Horváthová, M. (2012). Marketing miest a obcí. S dôrazom na marketingovú komunikáciu a vplyv informačno-komunikačných technológií na jej rozvoj. METROPOLA TRADE.