



COLLEGE OF ACCOUNTANCY AND FINANCE
Study Programme “Accounting and Finance”
 Study Course description

Study course title	Marketing	
Study direction	Economics	
Study course title in Latvian	Māketings	
Study programme part	Compulsory part	
ECTS	2	
Study course language	English	
Study course summary	<p>The Marketing course is intended for students, whose specialty is Economics, Management Sciences, combining this knowledge with the specifics of a particular specialty and its role in business.</p> <p>The course provides knowledge about business and market processes at both micro and macro levels in Latvia, Europe and the world</p>	
Study course aim	<p>The main aim is for students to gain basic knowledge in the field of marketing, which provides professional training for management professionals. To show the connection of economic theory with the real situation in the market, the real activity of the company and consumer behaviour in the market</p>	
Study course objectives	<ul style="list-style-type: none"> • Demonstrate the objective need for marketing and the difficulty of using marketing as a science and market economy practice in a free market relationship; • Develop independent skills and abilities for practical implementation of marketing on the basis of learning and analysis of specific situations and business games; • Find out the basic principles of management and the forms of its organisation; • Learn to assess the real market situation and make optimal decisions; • Promote the practical applicability of theoretical knowledge in free market conditions. 	
Study course learning outcomes:	to be presented according to the specific study course	
<p>Description and assessment criteria of the study course learning outcomes: <i>At the end of the study course, its learning outcomes are assessed on a 10-point scale, based on the following criteria: extent and quality of the knowledge gained; acquired skills; acquired competence in accordance with the planned learning outcomes.</i></p>		
<p>Study course content:</p> <ul style="list-style-type: none"> • Modern marketing concept. • Needs satisfaction and marketing research. • Commodity policy. • Distribution of goods as an element of marketing MIX. • Price policy. • Communication policy. • Marketing management. 		
Examination form:	Differentiated written test	
Assessment criteria (structure of assessment of learning outcomes):	The final grade consists of	100 %
	Attendance of lectures	5
	Activity and participation in seminars	15
	4 tasks each 5%	20

	Final test	60
Organisation of students' independent work and tasks	Form of implementation	Number of hours
Independent work includes the development of individual or group works, within which two presentations on lecture topics must be prepared. The course ends with the preparation and presentation of an individual project.	Presentations	10
	Test	2
	Individual project	12