



(CB-028)

(Müük ja turundus)

(Sales and market mechanisms)

AINEKAART

Объем предмета (EAP)	6.00 ECTS
Оценивание	eristav hindamine
Цель курса и краткое описание	
Concept of marketing. Knowledge, analysis, evaluation of business environment. Marketing strategies within an existing company and competitors. Growth strategies. Design and methodology of marketing research. Presentation of results of marketing research. Modeling and research of consumer behavior. Relationships of culture and consumer behavior. Consumer as decision maker. Consumer as individual and participant in social environment. Segmentation, target audience and positioning. Marketing complex. Sales and marketing. Price policy	
Результаты обучения:	
Студент: <ol style="list-style-type: none">1. Ensure the understanding of sales and marketing elements of a contemporary society2. To be able to apply marketing related theory within an international perspective3. To participate in disciplinary and interdisciplinary solutions of marketing related issues	