

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/102AB/16	Course title: Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course:	
Number of credits: 5	
Recommended semester:	
Educational level:	
Prerequisites:	
Course requirements: 40 % interim evaluation: - active attendance (in case of unjustified absence or unpreparedness to seminar - loss of 10%), - semester project – application of theoretical knowledge on selected issues – 40%, 60 % final evaluation: - exam – written, online test using the selected application (MS Forms) Electronic communication and method of distribution of study materials is carried out by MS Teams application. The overall student rating consists of the sum of the percentages for active attendance on seminars and of the percentage obtained from the exam. Exam is written resp. realized through using the selected application (MS Forms). System of interim evaluation is set on the beginning of semester. Exam dates will be determined based on the coordination of dates no later than 1 week before the start of the exam period. Scale of assessment (preliminary/final): 40:60	
Learning outcomes: By completing the course, students will acquire basic knowledge and understanding of various areas of marketing theory. The course emphasizes the importance and contribution of basic marketing postulates in terms of the interconnection of the organization and its customers. Emphasis is given on acquiring skills in marketing decision-making and implementation of individual marketing activities of the organization, especially in strategic and marketing planning, market segmentation and market positioning, marketing research, analysis of the marketing environment and shopping behavior of consumers and the organization, designing the marketing mix, and using international marketing. In addition to gaining theoretical knowledge, the course is also aimed at stimulating students' ability to apply the marketing concept in their working lives.	
Class syllabus: 1. Position and importance of marketing in organization development. 2. The nature of the marketing concept. 3. Strategic planning and the importance of marketing planning. 4. Marketing environment.	

5. Marketing information system and marketing research. 6. Shopping behavior of consumers in organizations. 7. Market segmentation, target group selection, and creation of market position. 8. Product as a marketing mix tool. 9. Pricing and pricing strategy of the company. 10. Distribution channels and physical distribution. 11. Marketing communication and marketing communication mix. 12. International marketing. 13. Service marketing. 14. Presentation of student projects.
Recommended literature: [1] ARMSTRONG, G. – KOTLER, P. 2007. Marketing: An Introduction. 8th Edition. Upper Saddle River: Pearson Education, Inc. 2007. ISBN 0-13-186591-9 - selected chapters [2] BAINES, P. – FILL, C. – PAGE, K. 2011. Marketing. Oxford: Oxford University Press, 2011. ISBN 978-0-19-957961-7. [3] BISCAIA, R. – RAMOS, R. F. – YOSHIDA, M. – KIM, Y. 2024. Service quality in spectator sports: A review and research agenda. In: International Journal of Consumer Studies. 2024, 48(6), e13086. ISSN 1470-6431 [4] BLYTHE, J. 2011. Principles and Practice of Marketing. 2nd Edition. Hampshire: Cengage Learning EMEA, 2009. ISBN 978-1-4080-114-78 [5] DUTT, A. – KASILINGAM, D. – ANGELL, R. – SINGH, J., 2024. The future of marketing and communications in a digital era: data, analytics and narratives. In: Journal of Strategic Marketing. 2024, 32(8), 1435-1443. ISSN 1466-4488 [6] GRANSTEDT, A., 2024. The past, present, and future of social media marketing ethics. In: AMS Review. 2024, 14(3), 278-296. ISSN 1869-8182 [7] KOTLER, P. - ARMSTRONG, G. - HARRIS, L. - HE, H. 2018. Principles of Marketing. 8th European Edition. Pearson, 2018. ISBN 0978-1-292-26956-6 [8] KOTLER, P. – ARMSTRONG, G. 2023. Marketing: An Introduction, 15th edition. Pearson Rental. 2023. ISBN 9780137476459 [9] OLŠAVSKÝ, F. – ŠTARCHOŇ, P. – MITKOVÁ, Ľ. – DUDIČ, B. 2022. Dynamics of the Slovak Consumer Behaviour in the Context of Ethnocentrism: Managerial Implications. In: Poljoprivreda i šumarstvo. 2022, 68(3), 7-21. ISSN 1800-9492 [10] RAVEENDHRAN, R. – FAST, N. J., 2024. When and why consumers prefer human-free behavior tracking products. In: Marketing Letters. 2024, 35(3), 395-408. ISSN 1573-059X. [11] SMOLKOVÁ, E. – VILČEKOVÁ, L. 2022. Ethnocentrism of Slovak Consumers in Relation to Sustainable Products. In: Sustainable business development perspectives 2022. Proceedings of scientific papers. Brno: Masaryk University Press, 2022, p. 244-253. ISBN 978-80-280-0197-1 [12] TUTEN, T. L. 2019. Principles of Marketing for a Digital Age. SAGE Publications Ltd, 2019. ISBN 1526423332 - selected chapters [13] Marketing Science and Inspirations and Marketing&Media Journals With regard to new and available resources, supplementary literature will be updated on a continuous basis.
Languages necessary to complete the course: English
Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge.* Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject.* Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:**Past grade distribution**

Total number of evaluated students: 566

Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.

Lecturers: Mgr. František Olšovský, PhD., prof. Mgr. Peter Štarchoň, PhD., doc. JUDr. PhDr. Katarína Gubíniová, PhD., Arusa Khalid, PhD.

Last change: 14.04.2026

Approved by: