

Faculty of Architecture
Department: Arts
Professional area: Music and Dance Art
Major: Choreography-Contemporary Dance Theatre
Master Programme: Choreography Production and Art Management
Specialization: Contemporary Dance Theatre
Educational-and-Qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Marketing
2. Course unit code: MAR 1004
3. Type of course unit: Compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 6
8. Name of lecturer: Prof. D. Sc Loretta Petrova Parashkevova
9. Learning outcomes of the course unit: – The course objective is students to master marketing techniques. Trainees should be familiar with the types of markets and approaches to control them.
10. Mode of delivery: Face-to-face
11. Prerequisites: The students are supposed to have knowledge of Management, Sociology, Microeconomics and Macroeconomics.
12. Course contents: The discipline Marketing gives insight into the concepts of marketing, its nature, types of markets and products, marketing mix and marketing strategies to reach markets.
13. Recommended and/or required reading:
Парашкевова, Л. Маркетинг, Варна, 2004.
Парашкевова, Л., А. Парашкевова Ръководство за семинарни упражнения по маркетинг (тестове, казуси, задачи), Варна, Колор-принт, 2009.
Парашкевова, А. Маркетингов план, Варна, Колор-принт, 2010.
14. Planned learning activities and teaching methods: lectures, work in team, study cases, tests.
15. Assessment methods and criteria: The final grade is formed by: continuous assessment - value 0.5; exam - value of 0.5. Students are informed about their current results of their individual and group tasks during lectures, seminars and contact hours. The current results are available in the teacher's profile in eSchool. The overall grade is reported during the exam. It is also available on the site of VFU in the section "Student Status" (<https://student.vfu.bg:8443/index.jsp>). Students can also e-mail the lecturer lparashkevova@gmail.com or call on the office or mobile phone number known through email and the university site content.
16. Language of instruction: Bulgarian
17. Work placement: not provided