

Faculty of Architecture
Department: Art
Professional Field: Fine Art
Major: Fashion Design and Art management
Educational–and–qualification degree: Master

COURSE DESCRIPTION

1. Course unit title: Marketing and Advertising
2. Course unit code: MAR 3010
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: 3
8. Name of lecturer: Prof. D.Sc Loretta Parashkevova
9. Learning outcomes of the course unit: further deepen, broaden and specify the knowledge required to implement effective marketing activities at a company.
10. Mode of delivery: face-to-face and distant
11. Prerequisites and co-requisites: very good knowledge of Fundamentals of Management, Macroeconomics, Microeconomics.
12. Course content: nature of marketing and development paths, strategic marketing planning, consumer behaviour, approaches to market selection, marketing research, organization and management of marketing activities, advertising in the marketing system;
13. Recommended and/or required reading:
 1. Каракашева, Л. Маркетинг, УИ „Стопанство”, УНСС, С. 2009.
 2. Каракашева, Л. и кол., Маркетинг, I и II част, София, Призма, 2006
 3. Котлър, Ф. Как да създаваме, печелим и управляваме пазарите, С., Класика и стил. 2003.
 4. Портър, М.Е., Конкурентното предимство на нациите, С., Класика и стил, 2004.
 5. Стиглиц, Дж. Глобализацията и недоволните от нея, Университетско издателство Стопанство, УНСС, София, 2003.
 6. Scott, Д.М. The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Kindle Edition, 2011.
14. Planned learning activities and teaching methods: lectures, presentations, seminars.
15. Assessment methods and criteria: tests which cover the entire course content are assessed in the schedule: 41% correct answers for Satisfactory 3.00 respectively. over half a mark to Excellent 6.00. Tests include closed- and open- ended questions. Close-ended ones can involve more than one correct answer. The results of submitted obligatory course assignments form 20% of the final assessment. Students have the opportunity to submit their course projects on the Internet and make improvements, recommended by the lecturer, before the examination
16. Language of instruction: Bulgarian
17. Work placement: not applicable