

Faculty of Economics
Department of Administration and Management
Professional Area: Administration and Management
Major: Business Administration – Business Administration in Tourism
Educational-and-qualification degree: Master

COURSE DESCRIPTION

1. Course unit title: Industrial Marketing
2. Course unit code: MAR 1004
3. Type of course: adjustment
4. Level of course unit: Master
5. Year of study:
6. Semester when the course unit is delivered: adjustment
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): associate prof. Loretta Petrova Parashkevova, Ph.D.
9. Learning outcomes of the course unit – knowledge, skills and competences acquired (objectives): the objective of the course is for the students to acquire the industrial marketing technique. They should get acquainted with the types of industrial markets and the approaches to their mastering.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: knowledge of management, sociology, micro- and macroeconomics.
12. Course contents (annotation): The course in Industrial Marketing provides knowledge about the concepts in industrial marketing, its essence, the types of industrial markets and industrial products, the marketing mix and the marketing strategies for mastering industrial markets.
13. Recommended or required reading:

Парашкевова, Л. Маркетинг, Колор принт, Варна, 2004.

Парашкевова, Л. Ръководство за семинарни упражнения по маркетинг (тестове, казуси, задачи), Варна, 2003.

Парашкевова, Л. Маркетингов план. Малкият индустриален бизнес, Варна, 2003.

Велев, М. Маркетингови комуникации, С., Софиятрейд, 2001.

Каракашева, Л., Менчева Л., Маркова Б., Маркетинг, С., Призма, 1997.

Котлър, Ф. Управление на маркетинга. т.1-2, С., Графема, 1996.

Желев С. Маркетингови проучвания, С., 2005.
14. Planned learning activities and teaching methods: lectures, team work, case studies, tests.
15. Assessment methods and criteria: paper (during the course of training), examination (final assessment for the award of credits)
6. Language of instruction: Bulgarian.
17. Work placement(s): none.