

**Faculty of Economics / ECONOMICS / PRINCIPLES OF STRATEGIC MARKETING**

|                                      |                                              |                 |                     |                                               |
|--------------------------------------|----------------------------------------------|-----------------|---------------------|-----------------------------------------------|
| <b>Course:</b>                       | PRINCIPLES OF STRATEGIC MARKETING            |                 |                     |                                               |
| <b>Course ID</b>                     | <b>Course status</b>                         | <b>Semester</b> | <b>ECTS credits</b> | <b>Lessons</b> (Lessons+Exercises+Laboratory) |
| 10687                                | Mandatory                                    | 4               | 6                   | 3+2+0                                         |
| <b>Programs</b>                      | ECONOMICS                                    |                 |                     |                                               |
| <b>Prerequisites</b>                 |                                              |                 |                     |                                               |
| <b>Aims</b>                          |                                              |                 |                     |                                               |
| <b>Learning outcomes</b>             |                                              |                 |                     |                                               |
| <b>Lecturer / Teaching assistant</b> |                                              |                 |                     |                                               |
| <b>Methodology</b>                   |                                              |                 |                     |                                               |
| <b>Plan and program of work</b>      |                                              |                 |                     |                                               |
| Preparing week                       | Preparation and registration of the semester |                 |                     |                                               |
| I week lectures                      |                                              |                 |                     |                                               |
| I week exercises                     |                                              |                 |                     |                                               |
| II week lectures                     |                                              |                 |                     |                                               |
| II week exercises                    |                                              |                 |                     |                                               |
| III week lectures                    |                                              |                 |                     |                                               |
| III week exercises                   |                                              |                 |                     |                                               |
| IV week lectures                     |                                              |                 |                     |                                               |
| IV week exercises                    |                                              |                 |                     |                                               |
| V week lectures                      |                                              |                 |                     |                                               |
| V week exercises                     |                                              |                 |                     |                                               |
| VI week lectures                     |                                              |                 |                     |                                               |
| VI week exercises                    |                                              |                 |                     |                                               |
| VII week lectures                    |                                              |                 |                     |                                               |
| VII week exercises                   |                                              |                 |                     |                                               |
| VIII week lectures                   |                                              |                 |                     |                                               |
| VIII week exercises                  |                                              |                 |                     |                                               |
| IX week lectures                     |                                              |                 |                     |                                               |
| IX week exercises                    |                                              |                 |                     |                                               |
| X week lectures                      |                                              |                 |                     |                                               |
| X week exercises                     |                                              |                 |                     |                                               |
| XI week lectures                     |                                              |                 |                     |                                               |
| XI week exercises                    |                                              |                 |                     |                                               |
| XII week lectures                    |                                              |                 |                     |                                               |
| XII week exercises                   |                                              |                 |                     |                                               |
| XIII week lectures                   |                                              |                 |                     |                                               |
| XIII week exercises                  |                                              |                 |                     |                                               |
| XIV week lectures                    |                                              |                 |                     |                                               |
| XIV week exercises                   |                                              |                 |                     |                                               |
| XV week lectures                     |                                              |                 |                     |                                               |
| XV week exercises                    |                                              |                 |                     |                                               |
| <b>Student workload</b>              |                                              |                 |                     |                                               |

| Per week                                                                                                                                                                                                   |                     |                                                            | Per semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                            |                                                            |                                    |
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| <b>6 credits x 40/30=8 hours and 0 minuts</b><br>3 sat(a) theoretical classes<br>0 sat(a) practical classes<br>2 excercises<br><b>3 hour(s) i 0 minuts</b><br>of independent work, including consultations |                     |                                                            | Classes and final exam:<br><b>8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts</b><br>Necessary preparation before the beginning of the semester<br>(administration, registration, certification):<br><b>8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts</b><br>Total workload for the subject:<br><b>6 x 30=180 hour(s)</b><br>Additional work for exam preparation in the preparing exam period,<br>including taking the remedial exam from 0 to 30 hours (remaining time from<br>the first two items to the total load for the item)<br><b>36 hour(s) i 0 minuts</b><br>Workload structure: <b>128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)</b> |                                                            |                                                            |                                    |
| <b>Student obligations</b>                                                                                                                                                                                 |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Consultations</b>                                                                                                                                                                                       |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Literature</b>                                                                                                                                                                                          |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Examination methods</b>                                                                                                                                                                                 |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Special remarks</b>                                                                                                                                                                                     |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Comment</b>                                                                                                                                                                                             |                     |                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                            |                                                            |                                    |
| <b>Grade:</b>                                                                                                                                                                                              | F                   | E                                                          | D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | C                                                          | B                                                          | A                                  |
| <b>Number of points</b>                                                                                                                                                                                    | less than 50 points | greater than or equal to 50 points and less than 60 points | greater than or equal to 60 points and less than 70 points                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | greater than or equal to 70 points and less than 80 points | greater than or equal to 80 points and less than 90 points | greater than or equal to 90 points |