



## Sales and market mechanisms (CB-028) (MÜÜK JA TURUNDUS)

### SUBJECT DESCRIPTION

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|---|-----------|
| <b>Credits (ECTS)</b>   | 6.00 ECTS |
| <b>Assessment</b>   | grading   |
| <b>Aim of the subject and short description</b>   |           |
| Concept of marketing. Knowledge, analysis, evaluation of business environment. Marketing strategies within an existing company and competitors. Growth strategies. Design and methodology of marketing research. Presentation of results of marketing research. Modeling and research of consumer behavior. Relationships of culture and consumer behavior. Consumer as decision maker. Consumer as individual and participant in social environment. Segmentation, target audience and positioning. Marketing complex. Sales and marketing. Price policy |           |
| <b>Learning outcomes:</b>   |           |
| Student: <ol style="list-style-type: none"><li>1. understands elements of sales and marketing in a contemporary society</li><li>2. applies marketing related theory within an international perspective</li><li>3. participates in solving in disciplinary and interdisciplinary marketing related issues</li></ol>   |           |

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