

**Faculty of International Economics and Administration**  
**Department: International Economics and Politics**  
**Professional area: Economics**  
**Major: Marketing**  
**Inter-University Program: International Marketing**  
**Educational-and-qualification Degree: Master**

## **COURSE DESCRIPTION**

1. Course unit title: Marketing
2. Course unit code: MAR 1004
3. Type of course unit: equivalent
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of credits allocated: 6
8. Name of lecturer(s): Prof. D.Sc. Loretta Parashkevova; Prof. D. Sc. Liliya Karakasheva
9. Learning outcomes of the course unit: the aim of the course is students to master the technique of marketing. The trainees will be made familiar with the types of markets and the approaches of their mastering.
10. Mode of delivery: face-to-face;
11. Prerequisites and co-requisites: very good knowledge of Management, Sociology, Macroeconomics and Microeconomics.
12. Course contents: The course in Marketing provides knowledge of the concepts in marketing, its nature, types of markets and products, the marketing mix and marketing strategies to capture markets.
13. Recommended 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, team work, case studies, 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](mailto:lparashkevova@gmail.com) or call on the office or mobile phone numbers known through email and the university site content.
16. Language of instruction: Bulgarian
17. Work placement(s): none