



## Syllabus of Module

# 6. Marketing Tools and Principles

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### Module Annotation

Marketing plays an important role in the successful management of the company, both in the short and long term. It allows the company to better adapt to the current market development, to get to know the needs of customers, to evaluate what are the company's possibilities in meeting these needs and how to define itself in relation to competitive offers. Marketing research, environmental analysis and marketing planning tools are used for this purpose. Thanks to the acquired knowledge, it allows the company to better define a customised marketing mix for selected customer segments (product, price, distribution, communication, people, partnerships, processes, physical evidence, etc.), but also to be ready to flexibly adjust individual elements of the mix depending on the current changes in the market. The basic principles of marketing are valid for a long time, but attention will also be paid to current trends in marketing (experience marketing, gamification, consumer personalization, big data, content marketing, influencer marketing, anti-consumerism, etc.).

### Module Objective

The aim of the module is to familiarise the students with the principles of company marketing planning, based on the analysis of the current market situation and the preparation of a marketing plan. They will acquaint students with the issues of consumer behavior, the choice of appropriate target groups, the definition of positioning and, consequently, the marketing mix. Attention will be paid to current trends in marketing as well as the consequences of the current pandemic situation.

## Literature

1. JAKUBÍKOVÁ, Dagmar. Strategický marketing: strategie a trendy. 2., rozš. vyd. Prague: Grada, 2013. Expert (Grada). ISBN 978-80-247-4670-8.
2. KARLÍČEK, Miroslav. Základy marketingu. 2., přepracované a rozšířené vydání. Prague: Grada, 2018. ISBN 978-80-247-5869-5.

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