

## Marketing

This course provides students with an introduction to the area of marketing, as part of which they will learn how to utilize their business model to make an optimal profit, while achieving customer satisfaction. Students will learn what role marketing plays in a company's strategy, which external variables a company can influence, and which variables it must adapt to. Topics covered in this course include: the marketing mix, choosing a target market, market research, promotion, propaganda and publicity, distribution, determining prices, sales and sales promotion, and others. A special section of the course is focused on ethics in marketing and social responsibility. Students will also write a marketing journal, in which they will demonstrate their level of theoretical knowledge and how to apply them on real-life marketing examples.