

# MARKETING & CUSTOMER EXPERIENCE

## LEVEL OF COURSE UNIT

Bachelor

## LEARNING OUTCOMES OF COURSE UNIT

The students:

- know how important marketing is as a customer-oriented way of thinking and corporate philosophy.
- know and understand the basic concepts of marketing.
- can name and interpret the elements of the marketing mix for products (4P) or services (7P).
- have gained an initial insight into the importance of the brand for marketing.

## COURSE CONTENTS

- Importance and basics of marketing
- Marketing mix factors and their orientation towards the customer
- Product vs. service marketing
- Importance of brands in marketing

## LANGUAGE OF INSTRUCTION

English

## NUMBER OF ECTS CREDITS ALLOCATED

4