**DESCRIPTION OF A STUDY COURSE – SYLLABUS**

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| **Title of a course** | **Marketing of beverages** | | | | |
| **Study programme** | **Professional undergraduate study Winemaking** | | | | |
| **Status of a course** | Elective | | | | |
| **Year of study** | 2. | **Semester** | W | **ECTS credits** | 3 |
| **Goals of a course** | | | | | |
| Introduce students to the basics of marketing and the possibilities of using marketing tools in business. | | | | | |
| **Conditions for enrolling course** | | | | | |
| No conditions | | | | | |
| **Learning outcomes on a level of a study programme which includes course** | | | | | |
| Outcome 9: Finalize the wine by selecting the appropriate equipment and packaging and bottling the wine.  Outcome 10: Apply basic technologies in the production of sparkling wine, liqueur wine and dessert wine by selecting the appropriate equipment and packaging for the production, processing and finalization of these wines.  Outcome 12: Use the legislation (Act and Regulations on wine). | | | | | |
| **Expected learning outcomes on a level of a course** | | | | | |
| 1. Distinguish and describe business concepts 2. Explain the key components of a marketing concept 3. Explain the elements of a marketing plan 4. Analyse and interpret market data available from secondary data sources 5. Interpret the application of the marketing mix 6. Conduct and interpret simpler research tasks in the field of beverage marketing. | | | | | |
| **Content of a course** | | | | | |
| Term and definition of marketing. Marketing functions. Marketing concept as a company policy. Analysis of consumers' market and consumers' behaviour. Analysis of competitors. Identification of market segments and selection of target markets. Management of products during their life cycles. Establishment of marketing plan, stages of planning. Analysis of situations, analysis of chances and risks, analysis of advantages and disadvantages, setting of measures. Development of strategies, term and types of marketing strategies, process of strategy marketing. Creation of strategies of communication and promotion mix. Channels of distribution. Creation of programmes of direct marketing, selling improvement and public relations. | | | | | |
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