

CONDITIONS FOR FULFILLING THE MARKETING COURSE ZS 2024/2025

The aim of the course is to develop your knowledge of marketing so that you are able to subsequently solve typical marketing problems, which you will experience in skills training seminars. The course is based on current scientific knowledge in the field of customer behaviour and consumer psychology. We avoid redundant theoretical concepts that you won't use in practice.

We will test your knowledge and skills by summing up your scores in three areas:

- **Midterm test maximum 40 pts.**
 - To be taken on December 2, 2024 (onsite) lecture date and time.
- **Book summary and debate maximum 10 pts.**
 - Submit your summary via the IS SU submission form by 30 November 2024.
 - If the summary reaches the required quality, you will be invited to a short debate on the proposed date. If it is apparent that you have not read the book, points will instead be deducted from your overall grade.
 - Books to choose from:
 1. B. Sharp, 2010: How brands grow: what marketers don't know.
 2. W. Snijders, 2018: Eat your greens: fact-based thinking to improve your brand's health.
 3. R. Sutherland, 2019: Alchemy: the dark art and curious science of creating magic in brands, business and life.
 4. P. Barden, 2013: Decoded the science behind why we buy.
 5. J. Berger, 2020: The Catalyst: how to change anyone's mind.
 6. R. Shotton, 2018: The choice factory: 25 behavioural biases that influence what we buy.
 7. R. Cialdini, 2021: Influence: The psychology of persuasion
- **Exam maximum 60 pts.**
 - Combined form: written and oral part

Marking:

- A: 110 - 95
- B: 94 - 85
- C: 84 - 75
- D: 74 - 65
- E: 64 - 55
- F: 54 - 0