

Contents

Contents	5
1 Introduction	8
2 Basic Principles and Meanings of Marketing (Foret, M.)	10
2.1 Entrepreneurial concept.....	13
2.2 Summary and questions	15
3 Marketing Management (Foret, M.)	16
3.1 Marketing strategies.....	17
3.2 Marketing plan.....	19
3.3 Summary and questions	22
4 Marketing Environment and Portfolio Analysis (Foret, M.)	24
4.1 Marketing environment analysis.....	24
4.2 Portfolio analysis	27
4.3 Summary and questions	32
5 Marketing Information System (Foret, M.)	34
5.1 Subject of marketing research –its definition and operationalization.....	37
5.2 Collection and processing techniques of marketing information	38
5.3 Object of marketing research – sample specification and selection of units ..	42
5.4 Statistical processing of primary data	45
5.5 Summary and questions	48
6 Marketing Approaches (Foret, M.)	50
6.1 Consumer behavior	50
6.2 Example of consumer behavior and purchase decision - beer local patriotism	53
6.3 Market Segmentation.....	54
6.4 Summary and questions	57
7 Marketing Mix (Foret, M.)	58

7.1	Product.....	59
7.2	Price.....	64
7.3	Distribution	66
7.4	Promotion	69
7.5	Summary and questions.....	74
8	Marketing in Local Development (Foret, M.)	76
8.1	Summary and questions.....	79
9	Services Marketing (Hesková, M.)	81
9.1	Marketing programs in services.....	82
9.2	Services Marketing Mix.....	84
9.2.1	Service as a type of product	84
9.2.2	The price of services and price mix	86
9.2.3	The place of business and sale channels	86
9.2.4	Services marketing communication	87
9.2.5	People.....	90
9.2.6	Processes and material environment.....	91
9.3	Services Marketing Research	93
9.3.1	Mystery shopping (MS)	93
9.4	Summary and questions.....	94
10	Green Marketing (Lieskovská, V., Petrovčíková, K., Megyesiová, S.)	96
10.1	Green Marketing As a Part of Marketing Philosophy	98
10.2	Green Marketing Development	102
10.3	Implementation of Green Marketing into Activities of Individual Subjects ...	104
10.4	Green Marketing Strategies	106
10.5	Green Marketing As a Part of Sustainable Marketing	110
10.6	Problematic areas of the principles of green marketing in practice	112
10.7	Protection of Consumer's Rights and Green Marketing.....	115
10.8	Future Development of Green Marketing	116

10.9 Summary and questions	116
11 City Marketing (Vaňová, A.)	118
11.1 City and City Typology	118
11.2 Development and Factors of City Development	120
11.3 City Marketing	122
11.4 City Market	123
11.5 City Marketing Mix	124
11.5.1 Partnership.....	124
11.5.2 City As A Product.....	125
11.5.3 City Price.....	127
11.5.4 City Availability.....	128
11.5.5 People.....	128
11.5.6 City Marketing Communication	129
11.6 Summary and questions	133
12 Bibliography	134