

(Table 5.2) Course unit description

Study program: Business economics and management				
Type and level of studies: Master studies				
Course unit: MARKETING MANAGEMENT				
Teacher in charge: Milan S. Kocić				
Course unit status (in different modules): Obligatory in Marketing module				
ECTS: 8				
Prerequisites:				
Semester: I				
Course unit objective: Marketing management as a scientific discipline with an established reputation is mainly focused on the goal of achieving a certain synergy in the process of combining psychological and standardized modalities of the competitive advantage.				
Learning outcomes of Course unit Studying the course unit Marketing management, students can gain basic knowledge about: <ul style="list-style-type: none"> • The approaches in choosing a target market and key skills necessary for obtaining, keeping and increasing the number of loyal customers; • The importance of holistic marketing in the process of strategic adjustment to the identified changes in the surroundings; • The effect of marketing management on the increasing profitability of an enterprise; • The activities of creating, delivering and communicating the values in the area of branding. 				
Course unit contents <i>Theory classes:</i> <ul style="list-style-type: none"> • Understanding marketing management; • Gaining new knowledge about marketing; • Making a connection with customers; • Building strong brands; • Shaping market offers; • Delivering values; • Communicating values; • Creating a successful and long-term growth. <i>Practical sessions:</i> <ul style="list-style-type: none"> • Exercise sessions, other forms of teaching, research work; thesis introductory paper is planned to be done within this part of the course unit. 				
Literature (Title and no. of pages) Phillip Kotler, Kevin Lane Keller (2006), Marketing Management, Data status, Belgrade.				
Number of active teaching hours				Other classes
Lectures 2	Practice 2	Other forms of classes 0	Independent work 4	
Teaching methods: Ex-Cathedra teaching method, interactive forms of teaching and thesis introductory paper.				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures	10	Written examination	/	
practical classes/tests	10	Oral examination	40	
preliminary exam/s	20		
Projects/Seminars	20			

Other

Grading System

Grade	Bo. Of Points:	Description
10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing