

(Table 5.2) Course unit description

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| Study program: Business economics and management, Economics | | | |
| Type and level of studies: Bachelor studies | | | |
| Course unit: MARKETING | | | |
| Teacher in charge: Milan S. Kocić | | | |
| Course unit status (in different modules): Obligatory in Marketing, Management and Tourism and Hotel Management modules, optional in modules General economics and Finance, stock exchange and banking. | | | |
| ECTS: 7 | | | |
| Prerequisites: | | | |
| Semester: IV | | | |
| Course unit objective: The course unit Marketing is designed with a goal to, in a contemporary, comprehensive and gradual way, indicate the key categories and procedures in managing relevant public portfolios, which are inherent in business entities with an aspiration towards increasing the certainty of business success. | | | |
| Learning outcomes of Course unit Studying the course unit Marketing the following knowledge is gained: <ul style="list-style-type: none"> • The effect of marketing activities on the psychological distancing of the standardized companies' offers; • The importance of the creative strategy in identifying and meeting customers' needs; • Concepts necessary for achieving a dominant market position; • Strategic adjusting of the marketing instrumentarium with the requests of the key stakeholders. | | | |
| Course unit contents <i>Theory classes:</i> <ul style="list-style-type: none"> • The nature of marketing; • Global marketing environment; • Understanding customer behavior; • Marketing research and information systems; • Marketing segmentation, targeting and positioning; • Product and brand management; • Services marketing management; • Pricing strategy; • Integrated marketing communications: techniques of mass communication; • Integrated marketing communications: techniques of direct communication; • Distribution management; • Marketing plans and strategies. <i>Practical sessions:</i> <ul style="list-style-type: none"> • Exercise sessions including two preliminary examinations. | | | |
| Literature (Title and no. of pages) Jobber, D., Fahy J., Foundations of Marketing, II edition, Data status, Belgrade, 2006 The book contains 390 pages out of which 290 pages are necessary to learn for an exam. | | | |
| Number of active teaching hours | | | Other classes |
| Lectures 3 | Practice 2 | Other forms of classes 0 | |
| Teaching methods: Ex-Cathedra teaching, interactive form of teaching, essays, presentation of certain learning material, individual and group projects. | | | |

| Examination methods (maximum 100 points) | | | |
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| Exam prerequisites | No. of points: | Final exam | No. of points: |
| Student's activity during lectures | 5 | Written examination | / |
| practical classes/tests | 5 | Oral examination | 50 |
| preliminary exam/s | 30 | | |
| Projects/Seminars | 10 | | |
| 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 |