

Study program: Bachelor Academic Studies – Business Economics –			
Module 1 – Finance, Banking and Insurance – Module 2 – Business Economics and Entrepreneurship			
Subject name: Marketing			
Teacher / teachers : Dimitrijević S. Ljiljana, Cogoljević D. Vladan			
Course status: mandatory, second year, fourth semester			
ECTS number: 7			
Condition: no			
Subject objective Goal subject is acquisition theoretical and practical knowledge from areas marketing ; Training of students to summarize contemporary functioning market mechanism and instrument marketing mix (product , price , distribution) and promotion) and others activities and process within marketing functions ; training student for integration research method and technique with key marketing concepts and outcomes for improvements market and developmental positions organization and insurance long term sustainable differential advantages . Acquiring knowledge that is true mockups management and the process by which everything efficient and profitable identify , anticipate and satisfy needs and desires consumer , that is, to bring a product or service or any other good closer to a consumer who will react positively to it.			
Course outcome The outcome of the course is the acquired theoretical knowledge and the ability of students to understand the basic categories of marketing, functioning system exchanges in modern times business and application marketing strategic forms for security survival and development organization in dynamic environment ; ability student yes I understand market mechanism environments and essence marketing mix for bringing management decision in in connection with products and services ; gaining knowledge and understanding importance crossing contemporary marketable oriented company with products on consumers , for independently performing marketing activities in goal acquisitions – delays consumer and achieving positive business results .			
Course content <i>Theoretical teaching</i> Marketing concept development. Creating value and customer satisfaction, Developing long-term relationships with customers. Marketing environment. Marketing information system. Marketing research. Consumer decision-making process. Marketing mix. Product concept in marketing. Product brand. Product life cycle management. Determining market and sales Prices. Marketing channels . Marketing communication and value promotion. Marketing communication instruments. <i>Practical teaching</i> The exercises further elaborate the theoretical concepts of applying good marketing practices, through case studies, the application of marketing mix instruments and the observation of their impact on the business results of the company. Preparation for the final exam and exam. Evaluation of the implemented teaching and analysis of its results.			
Literature : Kotler, F., Keller, K. Marketing Management, Person Publishing, 2015.			
Number of hours of active teaching	Theoretical classes: 30	Practical classes: 45	
Teaching methods: Lectures: e x–department while encouraging students to participate in the discussion, by connecting theoretical concepts with business practice. Lectures are fully supported by video presentations. Exercises are complementary to lectures and are implemented through the following forms of work: presentation of additional information and examples from practice, discussions, individual and team work of students on solving examples from practice and presenting solutions, various methods of testing knowledge, other types of work.			
Knowledge score (maximum number of points 100)			
Pre-exam obligations	point	Final exam	point
activity during the lesson	20	written exam	50
practical teaching		oral exam	
colloquiums	30		
seminars			