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| Course: | **Market and marketing of agri-food products**  |
| Course id: 3ОSТ6I44 |
| Number of ECTS: 4 |
| Teacher: | Branislav I. Vlahović |
| Assistant: | Vuk V. Radojević |
| Course status | Elective |
| Number of active teaching classes (weekly) |
| Lectures: 2 | Tutorials: 1 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1.Educational goalsThe course should facilitate students’ acquisition and comprehension of the market theory and analysis, the turnover and marketing of agri-food products, as well as the condition and relations on domestic and international markets.  |
| 2.Educational outcomesStudents should be able to: analyse national and international markets, turnover and marketing of field and vegetable products, market organisation and turnover of field and vegetable products in the marketing sector of field and vegetable products and marketing managers. |
| 3.Course content*Theoretical instruction:* *There are two parts of the course:* *1)* **General unit**:Market: the concept, typology, dimensions, segmentation and characteristics of field and vegetable crop products. Market elements: supply and demand. Prices: fluctuation, types, parity, forming and regulating. Turnover of field and vegetable crop products: types of turnover, market institutions in turnover. Marketing and market research. The marketing concept and decision-making in marketing. SWOT analysis. Instruments of the marketing mix: *Product* – the conceptual aspect of the product, the concept of the life cycle of the product, the concept of product portfolio, containers and packaging of the product, EAN system for identification of products. *Price* – factors affecting pricing, methods of establishing prices (formation of prices). *Promotion* – advertising, sales promotion, publicity, personal selling. *Distribution* – distribution channels, physical distribution, distribution width. ***2) Special unit***Market field and vegetable products (wheat, maise, sugar beet, sunflower, soybean, potato, tomato, beans...)*Practical Instruction:* Seminar papers. |
| 4.Teaching methodsLectures, tutorials and interactive lessons. Knowledge examination is conducted by tests. |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | **-** | Written exam  | Yes/No | **-** |
| Seminar paper(s) | Yes/No | **10** | Oral exam | Yes/No | **70** |
| Tests | Yes/No | **10** |  |  |  |
| Practical work | Yes/No | **10** |  |  |  |
| Other | Yes/No | - |  |  |  |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
| 1. | Vlahović, B. | Tržište i marketing poljoprivredno-prehrambenih proizvoda | Poljoprivredni fakultet Novi Sad | 2011 |
| 2. | Vlahović, B. | Tržište agroindustrijskih proizvoda  | Poljoprivredni fakultet Novi Sad | 2010 |

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| Znak univerziteta | UNIVERSITY OF NOVI SADFACULTY OF AGRICULTURE 21000 NOVI SAD, TRG DOSITEJA OBRADOVIĆA 8 | Znak fakulteta2 |
| Study Programme AccreditationUNDERGRADUATE ACADEMIC STUDIES  Field and Vegetable Crops  |
| Table 5.2 Course specification |