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| Course: | | *Agricultural Industry Market* | | | | | | | | |
| Course id:3ОАЕ7О29 | |
| Number of ECTS: 5 | |
| Teacher: | | Branislav I. Vlahović; Vuk V. Radojević | | | | | | | | |
| Course status | | Mandatory | | | | | | | | |
| Number of active teaching classes (weekly) | | | | | | | | | | |
| Lectures:3 | | Tutorials:2 | | | Other teaching types: | | Study research work: | | Other classes: | |
| Precondition courses | | None | | | | | | | | |
| 1. Educational goal   To enable student to learn and understand marketing theory and analysis, sales of agri-industrial products and national and international market relations. | | | | | | | | | | |
| 1. Educational outcomes   Students should be able to analyse national and international markets and sales of agri-industrial products. | | | | | | | | | | |
| 1. Course content   *Theoretical instruction*There are two parts of the course: 1) General unit - Market: the concept of market, typology, dimensions, segmentation and characteristics of field crops and vegetable products. Market elements: supply and demand. Prices: fluctuation, types of, parity, forming and regulating. Sales of field crops and vegetable products: types of sales, market institutions in sales. Market research.  2) Special unit - Grain market. Non-food crops market. Fruit and viticulture products market. Meat and milk market. | | | | | | | | | | |
| 1. Teaching methods   Lectures, tutorials, interactive lessons, seminar papers. | | | | | | | | | | |
| Knowledge evaluation (maximum 100 points) | | | | | | | | | | |
| Pre-examination obligations | | | Mandatory | Points | | Final exam | | Mandatory | | Points |
| Lecture attendance | | | Yes/No |  | | *Oral exam* | | Yes | | 70 |
| Test | | | Yes/No | 10 | |  | | | | |
| Tutorials attendance | | | Yes/No | 10 | |
| Seminar papers | | | Yes/No | 10 | |
| Literature | | | | | | | | | | |
| Ord. | Author | | Title | | | Publisher | | | | Year |
|  | Vlahović, B. | | Tržište agroindustrijskih proizvoda | | | Poljoprivredni fakultet Novi Sad | | | | 2010 |
|  | Vlahović, B. | | Tržište agroindustrijskih proizvoda – opšti deo | | | Poljoprivredni fakultet Novi Sad | | | | 2013 |