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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 |