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| Course: | **Market in rural development** |
| Course id:2МRR2I39 |
| Number of ECTS:5 |
| Teacher: | Prof. dr Branislav Vlahović, Vuk Radojević, assistant |
| Course status | Elective |
| Number of active teaching classes (weekly) |
| Lectures:2x15=30 | Tutorials:2x15=30 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1. Educational goal

The aim of this course is to teach students about the basics of markets in rural areas around the world and the country. |
| 1. Educational outcomes

Students are to master basic terminology and knowledge related to markets in rural development, supply, demand and prices. There is a special unit of the course which will present findings related to the international and national market in rural areas. |
| 1. Course content

*Theoretical Instruction*Market: definition, concept and the basic role of market in rural development, market elements, types of, dimensions, market segmentation and characteristics. Market mechanisms. Specific features of markets in rural areas. Market elements: supply and demand. Consumption elements. Market analysis. Market predictions. Prices: price changes, types of prices, price parity, pricing and price regulations of products and services in rural areas. International market. Consumption types and characteristicsin rural areas. Serbia and rural development. *Practical Instruction*Writing seminar papers on units covered in lectures. |
| 1. Teaching methods

Interactive lectures. |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No | 15 | *Oral or written exam* *Oral or written exam**Oral exam* | Yes | 202030 |
| Seminar paper | Yes/No | 5 |  |
| Tutorials attendance | Yes/No | 10 |
|  | Yes/No |  |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
|  | Cvijanović, D. Mihailović, B. Simonović, Z. | Uloga i značaj marketinga u razvoju agrarnog sektora Srbije | Institut za ekonomiku poljoprivrede, Beograd | 2009 |
|  | Cvijanović, D. Mihailović, B. | Menadžment i marketing uslužnog sektora | Institut za ekonomiku poljoprivrede Beograd | 2010 |
|  | Cvijanović, D. Cvijanović, G. Puškarić, A. | Marketing i ekološka poljoprivreda | Institut za ekonomiku poljoprivrede Beograd | 2011 |
|  | Vlahović B. | Tržište poljoprivredno-prehrambenih proizvoda | Poljoprivredni fakultet Novi Sad | 2003 |
|  | Radunović, D. | Marketing (Tržišna politika preduzeća) | Kruševac | 1996 |