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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 | | 20  20  30 |
| 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 |