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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  AGRICULTURAL TOURISM AND RURAL DEVELOPMENT  |
| Table 5.2 Course specification |

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| Course: | **Market**  |
| Course id: 7ОАТ6О27  |
| Number of ECTS: 5 |
| Teacher: | Branislav I. Vlahović |
| Assistant: | Boris D. Kuzman |
| Course status | Mandatory |
| Number of active teaching classes (weekly) |
| Lectures: 4 | Tutorials: 2 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1.Educational goalsThe course should facilitate students’ acquisition and comprehension of the marketing theory and analysis, agro-industrial products and the tourism market.  |
| 2.Educational outcomesStudents should be able to analyse national and international markets of agro-industrial products, as well as the tourism market. |
| 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. Sales of field and vegetable crop products: types of sales, market institutions in sales. Market research. *2) Special unit*Distinctive features of the tourism market. *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 agroindustrijskih proizvoda | Poljoprivredni fakultet Novi Sad | 2010 |
| 2. | Vlahović, B. | Tržište agroindustrijskih proizvoda – opšti deo | Poljoprivredni fakultet Novi Sad | 2013 |