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| Course: | **Marketing in rural development** |
| Course id:2МRR2I38 |
| 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 marketing in rural development. |
| 1. Educational outcomes

Students are to gain knowledge on basic terminology and knowledge in marketing, marketing research in rural areas, and basic elements of marketing such as production, price, promotions, distribution, environment, processes and people. |
| 1. Course content

*Theoretical Instruction*Marketing concept of economic entities’ business. Conceptual basics of marketing in rural development. Marketing process. Marketing strategy. Market and marketing research in rural areas. Tourism and consumers’ behavior. Situation analysis – SWOT analysis. Characteristics of service economy. Characteristics and specifics of service marketing. Marketing information systems. Instruments of marketing mix: Product – conceptual aspect of product, portfolio concept of product; Price – pricing factors, pricing methods, price differentiation; Promotion – economic propaganda, sales improvement, publicity and public relations, personal sales; Distribution (place): distribution channels, distribution channel specifics in rural areas. Other elements of service marketing mix: environment, processes and people. Networking processes in rural areas as the basis of successful marketing strategy. *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. | Marketing | Poljoprivredni fakultet, Novi Sad | 2004 |
|  | Vasiljev S. | Marketing | Ekonomski fakultet, Subotica | 2002 |
|  | Bakić, A. | Marketing u turizmu | Ekonomski fakultet, Beograd |  |