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| Course: | *Marketing*  |
| Course id: 3ОАЕ4О19 |
| Number of ECTS: 5 |
| Teacher: | Branislav, I. Vlahović |
| Assistant: | Vuk, V. Radojević |
| Course status | Mandatory |
| Number of active teaching classes (weekly) |
| Lectures: 2 | Tutorials: 2 | Other teaching types: | Study research work: | Other classes: |
| Precondition courses | None |
| 1. Educational goal

The aim of this course is to enable students to acquire knowledge and understanding of the theory and analytics of the market and marketing of agri-industrial products. |
| 1. Educational outcomes

Students should be trained to perform the tasks of analysing the domestic and international market and marketing of agri-industrial products. |
| 1. Course content

*Theoretical Instruction*Market and marketing research. The marketing concept and decision-making in marketing. SWOT analysis. Instruments of the marketing mix: *Product* – the conceptual aspect of the product, the concept of the life cycle of the product, the concept of product portfolio, containers and packaging of the product, EAN system for identification of products. *Price* – factors affecting pricing, methods of establishing prices (formation of prices). *Promotion* – advertising, sales promotion, publicity, personal selling. *Distribution* – distribution channels, physical distribution, distribution width. *Practical Instruction*Tutorials, other modes of class instruction, study research work, seminar papers. |
| 1. Teaching methods

Lectures, tutorials and interactive learning. Testing students’ knowledge during the semester through tests. |
| Knowledge evaluation (maximum 100 points) |
| Pre-examination obligations | Mandatory | Points | Final exam  | Mandatory | Points |
| Lecture attendance | Yes/No |  | *Oral part exam* | Yes | 70 |
| Practical work | Yes/No | 10 |  |
| Test(s) | Yes/No | 10 |
| Seminar paper | Yes/No | 10 |
| Literature  |
| Ord. | Author | Title | Publisher | Year |
|  | Vlahović, B. | Marketing | Poljoprivredni fakultet, Novi Sad | 2004 |