

Study program: Agricultural Sciences				
Type and level of study: Doctoral academic studies				
Course Title: Marketing in rural areas				
Teacher(s): Prof. dr Svetlana Mihic				
Status: Elective 3, III semester				
ECTS: 15				
Prerequisite: None				
The goal of the course: Development of critical thinking, creative research skills and practical skills in the field of marketing strategy in agricultural production				
The outcome of the subject: Competence to independently solve theoretical and practical problems, organizing and conducting theoretical and applied research in the field of marketing strategy in agricultural production.				
Syllabus: <i>Theoretical study</i> - Theoretical methodological assumptions of strategic marketing in agricultural production. Scope and method of strategic marketing in agricultural production. Relationship to other research disciplines. Management and research of existing marketing strategies in agricultural production. Contemporary approaches to the study of marketing strategy. <i>Practical classes</i> - Design of research and its practical realization.				
Literature: Ben Neuwirth (2011):Marketing Channel Strategy in Rural Emerging Markets				
Number of lectures:				Other Classes
Lectures: 10	Practices: 3	Other forms of teaching:	Student research work: 7	
Teaching methods: Working in study groups, research design, implementation and presentation of research results and scientific professionals. Development of case studies.				
Score for grading (maximal 100 points)				
Pre-commitments	Poens	The final exam	Poens	
Activity during lectures	20	Written exam	50	
Practical classes	50	Oral examination	50	
Colloquia	30			
Seminars				
<i>Total</i>	100		100	