

<b>Course title: <i>Marketing logistics</i></b>			
<b>Lecturer: Diona Đurđević</b>			
<b>Course status: Elective, Seventh Semester</b>			
<b>ECTS: 7</b>			
<b>Requirements: none</b>			
<b>Course aims</b>			
The aim of the course is to familiarize the students with the basics of marketing logistics in organizations, specific activities of the logistics management, with the organization and value of marketing logistics in the modern business environment that demands an orientation toward marketing as the only feasible orientation on the market today.			
<b>Course outcome</b>			
Understanding the role and importance of logistics in the modern conditions of doing business, as well as with specific activities of the logistics management that should provide efficient and market-sustainable business running for businesses with customer satisfaction as their main objective.			
<b>Course content</b>			
<i>Theory classes</i>			
<ol style="list-style-type: none"> <li>1. Introductory considerations of the role and value of marketing logistics in the modern conditions of business running</li> <li>2. Introduction to logistics and logistics management</li> <li>3. Development of logistics management</li> <li>4. The concept, functions and tasks of the consumer services</li> <li>5. Building customer satisfaction</li> <li>6. Managing customer services</li> <li>7. Monitoring customer satisfaction</li> <li>8. Managing transport</li> <li>9. Managing supplies</li> <li>10. Managing warehousing</li> <li>11. Logistics information systems</li> <li>12. Organization and management of logistics</li> <li>13. Delivering value to the customer</li> <li>14. Global logistics</li> </ol>			
<i>Practice classes</i>			
Case studies related to marketing logistics, managing logistic activities with the aim of achieving a higher level of customer satisfaction and delivering value, examples form good market practice.			
<b>Recommended Literature:</b>			
Reading list:			
<ol style="list-style-type: none"> <li>1. Christopher Martin, Peck Helen, ''Marketing Logistics'', Butterworth Heinemann, 2003.</li> </ol>			
Further reading:			
<ol style="list-style-type: none"> <li>1. Kotler Philip, Keller Kevin Lane, ''Marketing management'', Pearson Education, Inc., Upper Saddle River, New Jersey,07458, 2006.</li> </ol>			
<b>Number of active teaching classes</b>	Theory classes:3		Practice classes:3
<b>Teaching methods:</b> Lectures, practice, consultations, case study methodology, seminar papers.			
<b>Knowledge assessment</b>			
<b>Pre-exam tasks</b>	points	<b>Final exam</b>	points
In-class activity	<b>5</b>	Written exam	<b>30</b>

Practice classes	<b>5</b>	oral exam	
Mid-term tests	<b>2x20</b>	.....	
Seminar papers	<b>20</b>		