

Course title: Marketing		
Lecturer: Aleksandar Grubor		
Course status: Required, Third Semester		
ECTS: 7		
Requirement: none		
Course aims		
Basics of marketing, introducing contemporary functioning of the market mechanism, instruments of marketing mix (product, price, distribution and promotion), understanding the importance of moving the focus in modern market-oriented companies from product to customers (consumers), learning about all the activities and processes within the marketing as well as the necessary educational and other characteristics of a successful marketing manager.		
Course outcome		
Students master self-planning, organizing, leading and controlling marketing activities in market-oriented firms, as well as effective coordination of marketing mix instruments (product, price, distribution, promotion) in order to solicit (retention) buyers (consumers) and achieve positive business results.		
Course content		
<i>Theory classes</i>		
The nature of marketing, global marketing environment, the main characteristics of marketing activities, planning of marketing activities, organizing marketing activities, conducting marketing activities, control of marketing activities, understanding the behavior of customers (consumers), marketing research and information systems, market segmentation, targeting and positioning, product management and brand strategy price formation, integrated marketing communications, distribution management, basic marketing strategies, off - line and on-line marketing strategy.		
<i>Practice classes</i>		
Case studies related to the basics of marketing, principles of marketing, operation of the market mechanism, and the instruments of the marketing mix.		
Recommended Literature:		
1. Kotler, Filip; Vong, Veronika; Sonders, Džon; Armstrong, Geri, Principles of Marketing, European Edition, Paperback, 2001.		
2. Kotler, Filip; Keler, Kevin, Marketing Menadžment, Data status, 2006.		
3. Jobber, David; Fahy, John, Osnovi marketinga, Data Status, Beograd, 2006.		
Number of active teaching classes	Theory classes: 2	Practice classes: 2
Teaching methods: Interactive curriculum, case studies, discussions, multimedial communication		
Knowledge assessment		
Pre-exam tasks	points	Final exam
In-class activity	5	written exam
Practice classes	10	oral exam
Mid-term tests	3 x 15	
Seminar papers	5	
		points
		25
		10