

Course title: International Marketing			
Lecturer: Svetlana Mihić			
Course status: Elective, Second Semester			
ECTS: 6			
Requirements: none			
Course aim: The main aim of the course is for students to get to know the category apparatus of international marketing and to understand the importance of applying modern concepts of in business politics, without which there can be little success on the international market.			
Course outcome: The students will be familiarized with the category apparatus of international marketing for the purpose of successful work on all managerial levels in the modern business.			
Course content: <i>Theory classes:</i> We start with theoretical and methodological premises in studying international marketing and explain the traits of the international market, i.e. its demand and supply ad their interrelatedness. With these we relate the application of international marketing and the value of marketing information systems and modern computer technologies at various multinational subjects. We study closely the instruments of marketing mix in business politics, also the planning of various activities in business, application of strategic alternatives, with a focus on the application of integral marketing in international business .Finally, we study the relevant changes in the development of the international market and its influence on marketing. Practical experiences are provided by developed multinational businesses with rich experience on the international market. <i>Practice classes :</i> Group work – presentation of seminar papers and case studies in the area if international marketing, and guided discussions on set topics.			
Recommended Literature: 1. B. Raketa, <i>Međunarodni marketing</i> , Ekonomski fakultet, Beograd , 2010. 2. F. Kotler, K. Keler, <i>Upravljanje marketingom</i> , Mate, Zagreb, 2011. 3. F. Kotler, DŽ. Boven, DŽ. Mekens, <i>Marketing u ugostiteljstvu, hotelijerstvu i turizmu</i> , Mate, Zagreb 2012. 4. N.K. Malhotra, D.F.Birks, <i>Marketing Research: An Applied Approach</i> , 2012. 5. G. Hooley, J. Sounders, N.F. Piercy, <i>Marketing Strategy and Competetive Positioning</i> , 2012. 6. Ph. Kotler, K. Keller, <i>Marketing Management</i> , 13th Edittion, 2011.			
Number of active teaching classes:		Theory classes: 2	Practice classes: 2
Teaching methods: Lectures, practice, consultations, case study methodology, seminar papers.			
Knowledge assessment			
Pre-exam	points	Final exam	points
In-class activity	10	Written exam	
practice classes	10	Oral exam	30
mid-term tests	20+20		
seminar papers	10		