

Study program: Organic crop and livestock production			
Type and level of study: Bachelor academic studies			
Course Title: FUNDAMENTALS OF MARKETING IN ORGANIC PRODUCTION			
Professors: Dr. Diona D. Đurđević, Associate Professor.			
Status: Compulsory, VIII semester			
ECTS: 7			
Prerequisite: None			
The goal of the course The aim of this course is to acquaint students with the basics of marketing, and importance and role of marketing in organic food production, the marketing mix (product, price, distribution and promotion), as well as marketing strategies that should enable successful market positioning of organic products in contemporary business.			
The outcome of the course Understanding the role and importance of marketing in organic food production and enabling students to independently design and coordinate the marketing mix (product, price, distribution, promotion), the implementation of marketing strategies for successful positioning of organic products through the delivery of value to customers in the contemporary market.			
Syllabus <i>Theoretical study</i> - 1. Function and importance of marketing in organic production; 2. The nature of marketing and marketing mix; 3. Global marketing environment; 4. Understanding behavior of the buyers (consumers) on the market of organic products; 5. Marketing research and information systems; 6. Segmentations of the markets; targeting and positioning of organic products; 7. Management of the products and brands in market conditions; 8. The strategy of formation rates, with special emphasis on organic products; 9. Integrated marketing communications; 10. Techniques for mass communication and direct communication to the market of organic products; 11. Management of the relationships with customers; 12. Management of distribution. 13. Traditional marketing strategies; 14. Modern approaches to marketing and market strategies; 15. The delivery value for the customer. <i>Practical lessons</i> - Case studies related to the management of marketing activities; design of marketing mix and implementation of marketing strategies in organic production; examples of successful practice with an emphasis on world practice.			
Literature Foundations of Marketing by John Fahy, David Jobber Marketing management by Philip Kotler, Kevin Lane Keller ALIGNMENT OF THE SERBIAN LAW WITH ACQUIS COMMUNAUTAIRE: PRIORITIES, PROBLEMS, PERSPECTIVES (Part one: Agriculture and Rural Development), Edited by-Aleksandra Rabrenovic, PhD, Jelena Ceranic, PhD, Institute of Comparative Law Belgrade, 2012 L. DeVere Burton. 2014: Agriscience: Fundamentals and Applications, Stamford USA, ISBN 978-1-133-68688-0 OECD 2003: Organic Agriculture Sustainability, Markets and Policies, CABI publishing. Rick Parker. 2010: Plant & Soil Science: Fundamentals & Applications Delmare, Cengage learning Stephan Dabbert, Anna Maria Haring, Raffaele Zanolì. 2004: Organic Farming: Policies and Prospects, Zed Books, London			
Number of lectures: 6			Other Lessons
Lectures 3	Practices: 3	Other forms of teaching: Student research work:	
Teaching methods: Lectures, exercises, consultations, case study methodology, seminar work			
Score (maximum 100 points)			
Pre-commitments	Points	The final exam	Points
Activity during lectures	5	Written exam	40
Practical lessons	5	Oral examination	
Preliminary exams	2x20		
Seminars	10		
<i>Total</i>	60		40