

Study programme: Security studies			
Course title: Marketing			
Lecturer: Tijana Đurković Marić			
Course status: Elective			
ECTS: 7			
Requirement: None			
Course aims Studying the basics of marketing, introduction with the modern functioning of the market mechanism, the marketing mix instruments (product, price, distribution and promotion), understanding the importance of moving modern market-oriented companies from products to customers (consumers), introduction with activities and processes within the marketing function, as well as the necessary educational and other characteristics of a successful marketing manager.			
Course outcome Training students for self-planning, organizing, managing and controlling marketing activities within market-oriented companies, as well as for successful coordination of marketing mix instruments (product, price, distribution, promotion) in order to obtain (retain) customers (consumers) and to achieve positive business results.			
Course outcome <i>Theory classes</i> The nature of marketing, global marketing environment, the basic characteristics of marketing activities, planning of marketing activities, organizing marketing activities, conducting marketing activities, control of marketing activities, in-depth understanding of customer (consumers) behavior, marketing research and information system, market segmentation, targeting and positioning, product and brand management, pricing strategy, integrated marketing communications, distribution management, basic marketing strategies, off - line and on - line marketing strategies. <i>Practice classes</i> Case studies related to the basics of marketing, marketing principles, functioning of the market mechanism, marketing instruments mix.			
Literature 1. Rakić Beba, Marketing, Megatrend, Beograd, 2008. 2. Milosavljević Momčilo, Osnovi marketinga, Ekonomski fakultet, Beograd, 2004. 2004. 3. Kotler Filip, Principles of Marketing, European edition, 2005. 4. Kotler Filip, Marketing Menadžment, Data status, 2006. 5. Jobber David, Fahy John: Основи маркетинга, Дата Статус, Београд, 2006.			
Number of active teaching classes: 4		Theory classes: 2	Practice classes: 2
Teaching methods Lectures, exercises, consultations, case studies, discussion groups.			
Knowledge assessment (max 100 points)			
Pre-exam tasks	Points	Final exam	Points
In-class activity	5	Written exam	20
Practice classes	15	Oral exam	10
Mid-term tests	45	
Seminar papers	5		
The above listed knowledge assessment means are just a few among different options (written exam, oral exam, project presentation, seminar papers etc)			
* Maximum one page A4 in length			