

Course title: Marketing
Course code: 20041
ECTS credits: 4
Requirements: None
Basic information
Level of studies: Undergraduate applied studies
Year of study: 2
Trimester: 4
Goal: Acquiring the basic knowledge in the field of marketing and learning the methodology and terminology in this field.
Outcome: Students should be able to show the possibility of applying basic concepts and categories in the field of marketing. The course offers exceptional opportunities for creative independent work in both theoretical and practical areas. After passing the exam, the student knows the basic concepts and categories in the field of marketing, marketing mix, supply and demand marketing, consumer and customer behavior, marketing of special economic and non-economic activities, international marketing, internet marketing, telemarketing, etc., understands and explains them and can demonstrate knowledge on specific examples and situations with legal entities and entrepreneurs, at the level of the economy, in the environment, etc., as well as knowledge and skills necessary for successful marketing management.
Contents of the course
Theoretical instruction
1. Defining marketing; Marketing concepts, system, strategy, activities, mix, marketing management;
2. Market orientation of companies; Defining, analysis, segmentation, demand factors for products and services, forecasting; Global market;
3. Consumer behavior; Needs, motives, factors; Decisions on purchasing; Attracting and retaining consumers; Satisfaction and consumerism; Customer behavior; Purchasing and other functions; Selection of suppliers; Types and methods of purchasing;
4. Marketing offers; Image, new product, product mix, product line, product design, product brand, packaging and packaging, mix services, marketing services, pricing marketing strategy; Price and cost analysis; Retailing and wholesaling;
5. Warehousing, supplies and transport; Distribution channels; Promotion, advertising, media, propaganda, sales promotion, publicity, public relations, personal sales;
6. Direct marketing; Catalog sales; Telemarketing; Electronic commerce; ON-LINE marketing; Marketing information systems; Ethics in marketing; Marketing control; Marketing in trade; Marketing in tourism; Marketing in banks; Insurance marketing; Traffic marketing;

7. Competitive advantage of post and telecommunications; Internet marketing; Marketing of non-profit organizations; International marketing.
Practical instruction (Problem solving sessions/Lab work/Practical training)
Exercises, project papers, tests, colloquium, homework, consultations
Textbooks and References
P. Bojović i dr, Poslovni marketing i oglašavanje, Žig, Beograd, 2009.
P. Bojović (koautor), Marketing informacioni sistemi, Aurora, Vranje, 2009.
P. Bojović i dr, Osnovi marketinga, Čigoja štampa, Beograd, 2004.
M. Milisavljević, Marketing, Ekonomski fakultet, Beograd, 2008.
B. Maričić, Ponašanje potrošača, Ekonomski fakultet, Beograd, 2009.
Number of active classes (weekly)
Lectures: 3
Practical classes: 2
Other types of classes:
Pre-exam obligations: 70 Points
Activities during lectures: 30
Activities on practical exercises:
Seminary work: 20
Colloquium: 20
Final exam: 30 Points
Written exam: 20
Oral exam: 10
Lecturer
Petar Bojović, PhD