

<b>Study program:</b> Business Economics and Entrepreneurship (180 ECTS); Finance banking and insurance (240 ECTS)			
<b>Type and level of studies:</b> Basic academic studies, first level of studies			
<b>Course title:</b> MARKETING			
<b>Professor:</b> Dimitrijević S. Ljiljana			
<b>Course status:</b> Obligatory			
<b>ECTS Points:</b> 7			
<b>Condition:</b> Enrolled III semester, completed course and realized pre-exam obligations			
<b>Objective:</b> Introduction to students with the basic concept, principles, functions, management and tools of modern marketing and public relations and their training for planning, application and control of marketing.			
<b>Outcome:</b> After passing the exam, the student has acquired the knowledge, skills and skills necessary for the construction and implementation of successful marketing, plans, strategies and results of marketing activities of public relations, as well as the ability to perform marketing professions.			
<b>Contents of the course:</b> <b>Theoretical classes:</b> Introduction, marketing today, marketing principles, marketing environment, marketing management: marketing planning, marketing information system, market research, consumer, competition, environments, organization of marketing / branding organization, control and development, and making decisions with other functions in the company / institution; concept and types of markets and consumers, customer relationship with consumers; defining and types of marketing strategies; marketing mix and policy: product / service or product, design, branding, price, promotion, distribution and sales, integrated marketing communications, corporate communications; concept and characteristics: visual identity, image, goodwill, geographical origin, quality, innovation of marketing and their protection; types of maceration: holistic integrated, internal, marketing relations, socially responsible marketing, international marketing, specificity of marketing in certain sectors: services, the public sector, industry; marketing and new technologies: internet marketing, electronic commerce, social media dynamics; measurement of marketing activities: public relations; specificity of marketing profession; dictionary of terms.  <b>Practical classes:</b> It is realized through exercises, internet exercises and interactive student participation. Introducing the most important digital tools, metrics, consumer / customer satisfaction indexes to complement marketing and market research. Teams are actively involved in the analysis: examples and problems of companies from whose business situations and solutions are ways of increasing sales, profit, brand attraction, image, customer loyalty and partnership, which results present through seminar work / project participation. Preparation of colloquium and exams. Evaluation of realized teaching and analysis of its results.			
<b>References:</b> [1]. Avakumović Č., Avakumović J., (2013), Marketing, Higher School for Business Economics and Entrepreneurship, Belgrade [2]. Vilcox D. L., Cameron G. T., Philip H., Aidzhi V. K., (2006), Public Relations, CIDE Faculty of Economics, Belgrade [3]. Filipović V., Kostić Stanković M., (2012), Marketing Management, Faculty of Organizational Sciences, Belgrade			
<b>Number of active classes</b>	Theoretical classes: 2	Practical classes: 2	
<b>Methods of teaching:</b> Lectures are auditory, and they are performed at the amphitheater with all students. Exercises are conducted by groups of students in classrooms: (1) as auditory, where further topics are discussed; (2) as, laboratory for computing tasks with computer support;			
<b>Knowledge assessment (maximum number of points 100)</b>			
Pre-exam obligations	Points 50	Final exam	Points 50
activity during lectures	20	Oral exam	50
colloquium-first	15		
colloquium-second	15		