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| Course title | **Marketing** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Doc. Mirjana Tankosić, PhD |
| ECTS credits | 8 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Marketing at the beginning of the XXI century; Society and marketing.2. Marketing information system and research marketing; The process of market-oriented strategic planning.3. Marketing environment; Analysis and demand forecast.4. End consumer behavior; Behavior of organisations as buyers.5. Competitors and competitive strategies. 6. Market segmentation and selection of target markets; Selection, creation and maintenance of competitive advantage of the organization.7. Strategies for positioning and differentiation of marketing offers during the life cycle of products and markets.8. The global market and global marketing strategy.9. Development of new marketing offer; Product differentiation; Differentiation of services.10. Pricing; Price differentiation.11. Marketing channels; Retail, wholesale marketing logistics.12. Direct and "on-line" marketing.13. Integrated marketing communications; Advertising, stimulating sales and public relations.14. Personal selling.15. The management - planning, organizing and controlling marketing activities. |
| Learning outcomes | Acquiring and developing theoretical and practical knowledge in the field of marketing necessary for marketing decisions. |
| Length | One semester. |
| General information | Marketing managers face continuous changes in the marketing environment. To respond to changes in the marketing environment and take part in its creation, marketing managers should define and implement profitable marketing strategies. The aim of the course is that students understand the process of managing marketing activities. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |