

## Basics of Marketing Course

<i>Name of the subject:</i> <b>Basics of Marketing-BSc</b>	<i>SUBJECT code:</i>	Weekly hours: <b>3 lecture + 3 practical work</b>	Credit: <b>8 ECTS</b>
<i>Subject leader:</i> Dejan Riznić	<i>Academic Degree:</i> <i>Professor</i>	Prerequisites: knowledge in field: market economy and organization	

**Purpose** The aim of this course is to introduce students with essentials and latest trends in marketing with strong visuals and stimulating, timely discussions. The course will teach students about foundations of marketing, marketing mix principles, consumer behaviour. Emerging topics, such as customer environmental and integrated marketing communication keeping students in touch with and prepared for a competitive world.

**Course description:**

- It is compulsory to take part on lectures.
  - Written tests consist of 2 tests on the 6<sup>th</sup> week (first 5 topics) and the 12<sup>th</sup> week (from 6-10 topic) and final written exam on 14<sup>th</sup> week.
  - Missed written exam(s) can be made up on the 15<sup>th</sup> week.
- Students also have the possibility to replace one of tests by an essay which should consist of 10-15 pages. The essay must be handed in before 12<sup>th</sup> week electronically and in print.

### Schedule

Weeks	Topics
1.	The Nature of Marketing
2.	The Global Marketing Environment
3.	Marketing Research and Customer Insights
4.	Market Segmentation, Targeting and Positioning
5.	Test 1
6.	Value through Product and Brands
7.	Value through Services, Relationships and Experiences
8.	Value through Pricing
9.	Distribution: Delivering Customer Value
10.	Test 2
11.	Integrated Marketing Communication 1: Mass Communication Techniques
12.	Integrated Marketing Communication 2: Direct Communication Techniques
13.	Digital Marketing
14.	Written exam.

**Final grade:**

- 0-50%: fail (5)
- 0-51%: pass (6)
- 52-61%: good (7)
- 62-71%: very good (8)
- 72-81%: excellent (9)
- 82-100%: very excellent (10)

**Compulsory literature:**

- 1) Jobber, D. Fahy, J., (2003): Foundations of Marketing, McGraw-Hill Inc.,US

**Supplemental literature:**

- 1) Lamb, C., Hair, J., & McDaniel, C. (2011). *Essentials of marketing*. Cengage Learning.