



Course unit Descriptor	Faculty of Economics Subotica	 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Economics	
Course unit title	Marketing and Management of Trade Companies	
Course unit code	OS-207	
Type of course unit ¹	Compulsory	
Level of course unit ²	First	
Semester when the course unit is offered	Four	
Year of study (if applicable)	Four	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Goran Vukmirović	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
<p>The main objective of the course is to enable students to acquire knowledge on trading companies' offers through the use of available instruments of the marketing mix and trading company resource management. The choice of instruments of trade marketing, in terms of creation and implementation of adequate marketing strategy, requires making decisions about the assortment of goods and services, quality policy, private label, pricing policy, as well as the location, promotion and sales promotion. It is necessary to possess the knowledge and skills to manage different groups of trade activities in the company, which requires knowledge of the different approaches to the management of trade companies and structural components of commercial management.</p>		
LEARNING OUTCOMES (knowledge and skills)		
<p>The knowledge acquired, through the interpretation of the teaching content with problem approach, enables students with new knowledge on the trading companies' offers and ways of managing various trading companies' resources as well as the implementation of appropriate strategies.</p>		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

SYLLABUS (outline and summary of topics)

Theory
The origin of modern marketing and management of trade companies is in the efficient and effective management. This means successfully addressing the various functions and tasks by the trade marketing manager. Good knowledge of the characteristics of the trading companies marketing mix instruments is important for their successful application in the offers deals. Trade managers perform various tasks, both at operational and at the strategic level, so they need knowledge of the structural components of trade management. The qualitative and quantitative aspects of trade management is an important theoretical basis for the preparation and implementation of strategies in trade companies and allow trade managers to manage more effectively the business while reducing risk in decision-making.

Practice
Practical teaching: Exercise, Other modes of teaching, Study research work, Solving case studies.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Discussions, presentations, research work, team work, case study, communications with practitioners.

REQUIRED READING

1. M. Levy, B. Weitz, D. Grewal, Retailing Management, McGraw-Hill Education; 9th edition (November 20, 2013)
2. D. Gilbert, Retail Marketing Management, Financial Times Management; 2nd edition (December 20, 2003).

ASSESSMENT METHODS AND CRITERIA

Prerequisites for the final exam	points	Final exam	points
Active class participation	10	Final examination (Written examination)	...
Test I + Test II	50	Oral exam	30
Preliminary exam(s)	...		
Seminar(s)	10		
Total:	70	Total:	100

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.

LANGUAGE OF INSTRUCTION

ENGLISH