


UNIVERZITET U NOVOM SADU  
UNIVERSITY OF NOVI SAD

<b>Course unit Descriptor</b>	<b>Faculty of Economics Subotica</b>	
		
<b>GENERAL INFORMATION</b>		
Study program in which the course unit is offered	Economics	
Course unit title	Principles of Marketing	
Course unit code	OAS-109	
Type of course unit <sup>1</sup>	Compulsory	
Level of course unit <sup>2</sup>	First	
Semester when the course unit is offered	Sixth	
Year of study (if applicable)	Third	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Aleksandar Grubor, Tomislav Sudarevic	
Mode of course unit delivery <sup>3</sup>	Face-to-Face	
Course unit pre-requisites (if any)	-	
<b>PURPOSE AND OVERVIEW (max 5-10 sentences)</b>		
The main aim of the course is to make students to be able to master basic marketing postulates as a dominant business conception worldwide. They are comprised of exploring market nature and its characteristics, macro- and micro- business environment elements, strategic marketing and marketing mix instruments.		
<b>LEARNING OUTCOMES (knowledge and skills)</b>		
Acquired knowledge in scope of this course will present a basic set of skills to be upgraded within specialist courses, that are part of marketing module. Based on teaching methods to be applied, learning outcome of largest importance is to make students able to apply creative problem solving techniques in the field of marketing.		
<b>SYLLABUS (outline and summary of topics)</b>		
<ul style="list-style-type: none"> <li>• Market as a source and goal of marketing activities (term, classification and market subjects);</li> <li>• Marketing concept basics (genesis of marketing concept, approaches to marketing interpretation, marketing management, advances in application of the marketing concept);</li> <li>• Market possibilities research and target markets selection (marketing information system,</li> </ul>		

<sup>1</sup> Compulsory, optional

<sup>2</sup> First, second or third cycle (Bachelor, Master's, Doctoral)

<sup>3</sup> Face-to-face, distance learning, etc.

market segmentation, consumer and competitors research); • Marketing mix instruments (product, price, place and promotion)

**LEARNING AND TEACHING** (planned learning activities and teaching methods)

Teaching, practice work, consultations, discussions.

**REQUIRED READING**

Lamb C., Hair J., McDaniel C.: Marketing, South-Western, Mason, USA, 2019.

**ASSESSMENT METHODS AND CRITERIA**

Active class participation 6 points  
Written exam 20 points  
Practical work 14 points  
Oral exam 10  
Preliminary exam(s) 30 points  
Seminar(s) 20 points

**LANGUAGE OF INSTRUCTION**

English