

Study Programme: Engineering Management; Clothing Engineering; Information Technology Management		
Course Unit Title: Marketing		
Course Unit Code: OAS052		
Name of Lecturer(s): Professor Dejan Djordjevic, PhD		
Type and Level of Studies: Bachelor Academic Degree		
Course Status (compulsory/elective): Compulsory		
Semester (winter/summer): Summer		
Language of instruction: English		
Mode of course unit delivery (face-to-face/distance learning): Face-to-face		
Number of ECTS Allocated: 6		
Prerequisites: None		
Course Aims: Acquiring knowledge in the field of marketing management, especially from the aspect of basic concepts of marketing and implementation of marketing in business practice.		
Learning Outcomes: Students will use the knowledge from marketing theory and practice at different situations of problem solving of marketing phenomena and marketing business practice. Students will be trained for team work and logic problem solving, personal and marketing communication, and presentation of results of personal and team works.		
Syllabus: <i>Theory</i> Marketing and modern business –corporation and market, marketing dimensions, marketing trends. Marketing and informations – marketing information system, analysis of market, analysis of demand, consumer behavior. Marketing mix – product, price, place, promotion. Marketing management – management, business planning, marketing plan, organization and control of marketing. International marketing – strategic decisions on international marketing, international marketing strategies, reputation and competitiveness, modern market and management. Specific aspects of marketing in modern business – IT and marketing, High tech and marketing, marketing in SMEs, marketing in service business, marketing of industrial goods, marketing and clean tech, social marketing. <i>Practice</i> Case studies on marketing practice on global market. Project - Marketing plan – case study of real corporation from Serbia, or region.		
Required Reading: 1. Kotler P, Kartajaya H., Setiawan I., , Marketing 4.0. , John Wiley and Sons Inc, Hoboken, New Jersey, 2017. 2. Kotler P, Keller K.L., Marketing management , Dartmouth College, 2012. 3. Đorđević D., Čočkalo D., Bogetic S., The analysis of marketing concept implementation in domestic enterprises , JEMC Vol 6 No 2, TF Mihajlo Pupin, Zrenjanin, pp. 120-128.		
Weekly Contact Hours: 4	Lectures: 2	Practical work: 2
Teaching Methods: Lectures and students group work		
Knowledge Assessment (maximum of 100 points): 100		

Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	
Test I and Test II	40	oral exam	30
Preliminary exam(s)			
Seminar(s)	20		