

Course Unit Descriptor

<b>Study Programme: Fruit science, viticulture and horticulture, module Fruit science and viticulture</b>			
<b>Course Unit Title: Market and Marketing</b>			
<b>Course Unit Code: 19.VI1004</b>			
<b>Name of Lecturer(s): Full Prof. Branislav Vlahović, PhD</b>			
<b>Type and Level of Studies: UNDERGRADUATE ACADEMIC STUDIES</b>			
<b>Course Status (compulsory/elective): compulsory</b>			
<b>Semester (winter/summer): winter</b>			
<b>Language of instruction: English</b>			
<b>Mode of course unit delivery (face-to-face/distance learning): face-to-face</b>			
<b>Number of ECTS Allocated: 6</b>			
<b>Prerequisites:</b>			
<b>Course Aims:</b> The course should enable the student to acquire knowledge, ie understanding the theory and analytics of market and marketing fruit and wine products.			
<b>Learning Outcomes:</b> The student should be able to work on jobs: analysis of domestic and international markets, trade and marketing of fruit and wine products; organization of the market and trade in fruit products in the marketing sector fruit products and creating a business and marketing strategy.			
<b>Syllabus:</b> ↪ General part: -Market: the concept of market, segmentation and characteristics of the livestock market. Market elements: supply and demand. Factors influencing demand: number of consumers, income, income elasticity of demand, price, price elasticity of demand, cross-elasticity of demand. Prices: types of prices, parities price, price formation and regulation. Trade of livestock products, types of trade , market institutions trade of agricultural products . Market and marketing research. Marketing concept and decision making in marketing. SWOT analysis. MIKS marketing instruments: Product: conceptual aspect of the product, introduction of a new one product markets, product life cycle concept, product portfolio concept, product packaging, product labeling. Price: factors influencing price formation, methods of price determination Promotion: marketing communications, sales improvement, public relations, personal sales. Distribution: channels distributions, physical distribution, distribution width.  ↪ Special part: -Fruit and wine market.			
<b>Required Reading:</b>			
<b>Weekly Contact Hours:</b>	<b>Lectures:2</b>	<b>Practical work:2</b>	
<b>Teaching Methods:</b> Lectures and Practical classes, Consultations if needed.			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation		written exam	40
Practical work		oral exam	40
Preliminary exam(s)		.....	
Seminar(s)	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			