

Course Unit Descriptor

Study Programme: Organic agriculture			
Course Unit Title: Market and marketing of organic products			
Course Unit Code: 19.ORG027			
Name of Lecturer(s): Full Prof. Branislav Vlahović, PhD			
Type and Level of Studies: UNDERGRADUATE ACADEMIC STUDIES			
Course Status (compulsory/elective): compulsory			
Semester (winter/summer): winter			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): face-to-face			
Number of ECTS Allocated: 4			
Prerequisites:			
Course Aims: The course should enable the student to acquire knowledge, ie understanding the theory and analytics of market and marketing organic products.			
Learning Outcomes: The student should be able to work on jobs: analysis of domestic and international markets, trade and marketing of organic products; organization of the market and trade in organic products in the marketing sector organic products and creating a business and marketing strategy.			
Syllabus: ↪ 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: - Market of organic agro-food products.			
Required Reading:			
Weekly Contact Hours:	Lectures: 3	Practical work: 2	
Teaching Methods: Lectures and Practical classes, Consultations if needed.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	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.