

Study Programme: Animal production			
Course Unit Title: Market and marketing of livestock products			
Course Unit Code: 19.ANM051			
Name of Lecturer(s): Full Prof. Branislav Vlahović, PhD			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): elective			
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: -			
Course Aims: The course should enable the student to acquire knowledge, ie understanding the theory and analytics of market and marketing livestock products.			
Learning Outcomes: The student should be able to work on jobs: analysis of domestic and international markets, trade and marketing of livestock products; organization of the market and trade in livestock products in the marketing sector livestock products and creating a business and marketing strategy.			
Syllabus:			
Lectures:			
<p>↪ General part:</p> <p>-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.</p> <p>↪ Special part:</p> <p>- Market of meat and milk products.</p>			
Required Reading: Vlahović, B. (2019). Market and Marketing, Faculty of Agriculture, Novi Sad; Vlahović, B. (2018). Market of agro-food products, Faculty of Agriculture, Novi Sad			
Weekly Contact Hours: 4	Lectures:2	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	20
Practical work	-	oral exam	80
Preliminary exam(s)	-	
Seminar(s)	-		

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