

Study Programme: Engineering Management			
Course Unit Title: Industrial Marketing			
Course Unit Code: IM1015			
Name of Lecturer(s): Đorđe Čelić, Jelena Spajić, Iva Šidanin			
Type and Level of Studies: bachelor			
Course Status (compulsory/elective): mandatory			
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: 5			
Prerequisites: none			
Course Aims: The objective of the course is to master the basic knowledge in the field of marketing in the engineering environment, which enables students to independently carry out market analysis and create creative marketing solutions. Within this course, a graduate engineer of management will acquire competencies for managing and improving business processes within marketing functions.			
Learning Outcomes: Students will be able to organize and improve business processes in a challenging engineering environment, taking into account market needs and current trends. Graduated engineer of management acquires competencies for marketing activities development, management of communication processes and creation of creative solutions in the field of engineering.			
Syllabus. Holistic approach to marketing; Relationship marketing; Specificity of marketing function in engineering; Marketing environment analysis (PEST and SWOT), Segmentation and market targeting, Marketing research - Competition strategies; Marketing mix (4P vs. 4C, 6P, 7P); Production portfolio management (BCG matrix); The role of marketing in product development - the product life cycle; The role of marketing in creating a distribution and price strategy; Marketing communications and promotional strategies; Corporate social responsibility and importance of eco-marketing; Strategy of positioning and brand building.			
Required Reading: Relevant literature in English, tbd			
Weekly Contact Hours:2	Lectures: 2	Practical work: 3	
Teaching Methods: Classes on this course includes lectures and auditory exercises. In the lectures, students gain knowledge of the theoretical bases and principles of industrial marketing. During the auditory exercises, work in groups is encouraged, as well as solving the practical examples and case studies, with special emphasis on interactive work with students and encouraging individual and team creative solutions.			
Knowledge Assessment (maximum of 100 points):			
Pre-exam obligations	points	Final exam	points
Attendance			
Computer exercises			
Tests (4x)			

