

<b>Study Programme:</b> Cosmetic Technology			
<b>Course Unit Title:</b> Marketing in cosmetic technology			
<b>Course Unit Code:</b> SAKI8			
<b>Name of Lecturer(s):</b> Assoc. Prof. Marija Radojković, PhD			
<b>Type and Level of Studies:</b> Specialist academic studies			
<b>Course Status (compulsory/elective):</b> Elective			
<b>Semester (winter/summer):</b> Winter and Summer			
<b>Language of instruction:</b> English			
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face			
<b>Number of ECTS Allocated:</b> 6			
<b>Prerequisites:</b> /			
<b>Course Aims:</b> The objective of the course is acquisition of knowledge and skills necessary for understanding the application of marketing in the manufacture of cosmetic products, the study of marketing mix instruments, marketing analysis, implementation of marketing strategies on the domestic and international market, as well as control of the marketing plan.			
<b>Learning Outcomes:</b> Deliver the theoretical foundations and necessary knowledge in the field of marketing in the cosmetic industry; develop the skills and skills of students to apply marketing strategy in the production of cosmetic products.			
<b>Syllabus:</b> <i>Theory</i> Theoretical and contemporary concept of marketing, methods of research in marketing. Cosmetic industry as the starting point for the application of marketing concept, system of interaction between production and environment, socially responsible approach to marketing in the technology of cosmetic products, marketing information systems, competition analysis, strength, chance, weaknesses and threats in the cosmetic company, market position analysis, behavior analysis consumers of cosmetic products, growth and participation matrix. Instruments of marketing mixes, products, prices, distribution and sales; promotions, promotion strategies, ethical aspects of the promotion of cosmetic products. Public health marketing (social marketing). Planning and organization of marketing, implementation and monitoring of marketing strategies, modern trends in communication with consumers of cosmetic products, market-oriented strategies in the cosmetics industry, international marketing. <i>Practice</i> Creating a mission, vision, strategy and tactics of an organization. Market segmentation, target market analysis, hypothesis setting and methodological frameworks, development of promotional campaign plans, planning and organizing marketing with simulation of situations on concrete examples from the practice of cosmetic preparations production.			
<b>Required Reading:</b> Berkowitz E.N., Essentials of Health Care Marketing(2nd edition), London: Jones and Bartlett, 2006. Kotler P., Shalowitz J., Stevens R.J., Strategic Marketing for Health Care Organizayions. Building a Customer-Driven Health System, Market Street, CA: Wiley, 2008.			
<b>Weekly Contact Hours:</b> 6	<b>Lectures:</b> 3	<b>Practical work:</b> 3	
<b>Teaching Methods:</b> Interactive lectures and consultations in groups or individually			
<b>Knowledge Assessment (maximum of 100 points):</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	10	oral exam	50

Seminar(s)	40		
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