|  |
| --- |
|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Business Management** |
| Study Module (if applicable) | Enterprise Management |
| Course title | Marketing Channels |
| Level of study | [x] Bachelor [ ]  Master’s [ ]  Doctoral |
| Type of course | [ ]  Obligatory [x]  Elective |
| Semester  |  [ ]  Autumn [x] Spring |
| Year of study  | Third |
| Number of ECTS allocated | 7 |
| Name of lecturer/lecturers | Nada K. BaracAleksandra M. Anđelković |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [x]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of the course is to provide students with the basic theoretical and practical knowledgerelated to the functioning of trade and other channels of marketing in developed market economies.**The knowledge that students acquire in this course is the basis of their training to work on the activities of trade in goods and services.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Market and trade in the theory of marketing channels; Marketing channel members; The structure of marketing channels; Electronic marketing channels, An environment of marketing channels; Marketing channel planning and designing the structure of marketing channels; Leadership of marketing channels; Cooperation and integration between the channel members; Relationship marketing; An analysis and control of marketing channels, The evolution of trade institutions in marketing channels; Trade networks and the functioning of marketing models and institutions e-commerce, Direct marketing, the evaluation and control of marketing channels, Internationalization of retail marketing channels.* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] Serbian with English mentoring [ ] Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **10** | **Written examination** |  |
| **Practical teaching** | **10** | **Oral examination** | **50** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |