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| **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 | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Third | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Nada K. Barac  Aleksandra M. Anđelković | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  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** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  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** | | | | | | |