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| **UNIVERSITY OF NIŠ** | | | | | | | | |
| **Course Unit Descriptor** | | | **Faculty** | | Faculty of Mechanical Engineering | | | |
| **GENERAL INFORMATION** | | | | | | | | |
| Study Program | **Engineering Management** | | | | | | | |
| Study Module (if applicable) | - | | | | | | | |
| Course Title | Marketing | | | | | | | |
| Level of Study | ☒Bachelor | | | ☐ Master’s | | | | ☐ Doctoral |
| Type of Course | ☒ Obligatory | | | ☐ Elective | | | | |
| Semester | ☒ Autumn | | | ☐ Spring | | | | |
| Year of Study | II | | | | | | | |
| Number of ECTS Allocated | 7 | | | | | | | |
| Name of Lecturer/Lecturers | Miloš D. Milovančević | | | | | | | |
| Teaching Mode | ☒ Lectures | | | ☐ Group tutorials | | | | ☐ Individual tutorials |
| ☒ Laboratory work | | | ☒ Project work | | | | ☒ Seminar |
| ☐ Distance learning | | | ☐ Blended learning | | | | ☐ Other |
| **Purpose and Overview (max. 5 sentences)** | | | | | | | | |
| *The acquisition of basic knowledge about the paradigm, methods, techniques, marketing strategies, and develop the ability to create flexible ways of responding to changing business conditions. Acquiring knowledge in the field of marketing management, especially from the aspect of the basic postulates of marketing concepts and apply this concept in practice.* | | | | | | | | |
| **Syllabus (brief outline and summary of topics, max. 10 sentences)** | | | | | | | | |
| The concept of marketing, basic concepts of marketing, basic dimensions of marketing, the basic characteristics of modern society, the company and the market, the conceptual definition of the market, the market mechanism, forms of market organization, Marketing as a business function, marketing management, micro and macro marketing, Marketing environment, Marketing mix, promotional mix, creating promotional messages, marketing and conflicts, Competition, marketing strategy, the new product, Integrated marketing communications. Formulating marketing programs, product, price, distribution, promotion, marketing management, basic marketing strategy, internationalization of business operations, Specific aspects of marketing. | | | | | | | | |
| **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** | | **5** | **Written Examination** | | | **50** | | |
| **Practical Teaching** | | **10** | **Oral Examination** | | | **Max. 35 (depending on Teaching Colloquia)** | | |
| **Teaching Colloquia** | | **35** | **Overall Sum** | | | **100** | | |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | | | |