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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Technology in Leskovac** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | Chemical Technologies, Food Technology and Biotechnology,  Textile technologies\* | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Marketing and management | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory\*  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | II (the second year of study) | | |
| Number of ECTS allocated | | | | 4 | | |
| Name of lecturer/lecturers | | | | Ivana Mladenović-Ranisavljević | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Qualifying students to recognize and define problems of marketing and managerial nature, and then to conceptualize objectives and tasks, as well as resources and ways to accomplish them and control the results.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| The term, creation, development, essence and general characteristics of marketing (2). Development and characteristics of the marketing concept (2). Analysis of the environment and the types of enterprises’ response to environmental influences (2). Marketing Research (2). Marketing Planning (2). Formulating marketing strategies (2). Organization and implementation of marketing activities (2). Development and importance of principles of management (2). Significant phases of management: planning (2), organizing (2), human resource’s policy (2), leadership (2), communication (2), work motivation (2) and decision-making (2). | | | | | | |
| **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** | | | **60** |
| **Practical teaching** |  | | **Oral examination** | | |  |
| **Seminar paper** | **2 x 15 =30** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |