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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) | International project management and entrepreneurship | | | | | | | |
| Course Title | International marketing of products and services | | | | | | | |
| Level of Study | ☐ Bachelor | | | ☒ Master’s | | | | ☐ Doctoral |
| Type of Course | ☐ Obligatory | | | ☒ Elective | | | | |
| Semester | ☒ Autumn | | | ☐ Spring | | | | |
| Year of Study | I | | | | | | | |
| Number of ECTS Allocated | 7 | | | | | | | |
| Name of Lecturer/Lecturers | Miloš D Milovančević, Jelena S Petrović | | | | | | | |
| 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 of paradigms, methods, techniques, strategies of international marketing the ability to create independent creative brand in terms of expansion of small and medium-sized enterprises. After completing the course, students will be able to independently engage in decision-making processes when creating an international marketing campaign and will be trained for self-assessment of all relevant factors that may affect the branding of products.* | | | | | | | | |
| **Syllabus (brief outline and summary of topics, max. 10 sentences)** | | | | | | | | |
| Modern business must come from consumers, ie users. Customers, consumers and users of services, all combine common term users, the starting and ending point of any market activities. All business processes in the organization should focus on increasing value for customers, on the basis of realized products and services. The impact of the macro environment in the definition of marketing, political influence on marketing, Influence of macroeconomics at marketing, sociological, demographic and cultural influences on marketing, technological impact on marketing, Ecological impact on marketing, impacts of legal norms on marketing, concept and elements of the brand, Brand as a factor of value added, marketing of the brand, brand development strategy, management the structure of the brand, global brand direction. | | | | | | | | |
| **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** | | | | | | | | |