

Study program: Modern Business Management			
Subject name: Principles of Marketing			
Lecturer: Goran Dašić, Ph.D. (goran.dasic@mbs.edu.rs)			
Subject status: Obligatory			
ECTS: 9			
Prerequisites: -			
Subject objectives The goal is to introduce students to the role of marketing in business and society and the necessity of marketing concept in modern, market oriented business conditions through basic marketing concept assumptions, instruments to be relied on, as well as the ways of their application in practice.			
Subject outcomes The outcome is to enable students to apply theoretical marketing principles, their instruments and techniques so as to develop creative thinking and to create necessary skills to solve business and marketing problems, make business decisions and enterprise spirit.			
Subject description Assignments: <i>Theoretical:</i> Marketing in a changing world: creation of consumer values and satisfaction. Strategic planning and marketing process. Global marketing environment. Marketing research and information systems. Behavior of consumer and buyer. Market segmentation, targeting and positioning for competition advantage. Goods and services management. Development strategy of the new product and life cycle product. Formation of product costs. Distribution channels and logistical management. Retail and wholesale. Integrated marketing communication. Direct and online marketing. Global market. Marketing and society: social responsibility and marketing ethics. <i>Practical:</i> Business examples, presentation of seminar papers			
Materials Required: Jobber, J., Fahy, J. (2006), Основи маркетинга, Дата Статус, Београд. Additional: Милисављевић, М. (2001), Маркетинг, "Савремена администрација", Београд. Kotler, Ph. (2000), Управљање маркетингом, "МАТЕ", Загреб. Armstrong, G., Kotler P. (2000), Marketing– Introduction, Prentice Hall. Pereault, J., McCarty, N. (1999), A Global-Managerial Approach, McGraw-Hill.			
Total number		Courses: 3x15=45	Practice: 3x15=30
Teaching methods: Lectures are auditorial supported by modern teaching tools and active student participation. Work includes: task exercises based on the lectures. Student examinations. .			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
course activity	20	written exam	-
practice	10	oral exam	30
test	30	
essay	10		