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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Accounting, Auditing and Financial 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 | | | | Third | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Ljiljana Stanković  Suzana Đukić  Ana Popović | | |
| 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 Marketing Course is to provide students with the knowledge about contemporary marketing and management concepts, instruments, techniques and methods and to enable them to use this knowledge in business practice. The application of the gained knowledge and skills will help future managers in an efficient management of various enterprises, organizations and institutions and implementing marketing activities within them.*  *Capabilities related to marketing planning and organizing, implementation of contemporary marketing techniques and concepts, realization of marketing research, improvement of the corporate image and reputation, creation of valuable brands, marketing communications,... represent a solid foundation for the implementation of an interdisciplinary approach to dealing with a complex area of marketing in practice and resolving various business problems.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Marketing concept; Marketing Information System and Marketing Research; Consumer Behaviour; Creation of Consumer Value; Marketing Planning; Implementation of Marketing Strategies; Valuation and Control of Marketing Activities; Marketing Programme - Product, Price, Marketing Channels; Marketing Communication; Services 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** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |