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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Economics** | | |
| Study Module (if applicable) | | | | Finance, Banking and Insurance | | |
| Course title | | | | Trade Marketing | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | First | | |
| Number of ECTS allocated | | | | 5 | | |
| Name of lecturer/lecturers | | | | Sreten Ćuzović  Svetlana Sokolov Mladenović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Explore the scientific area of trade marketing (as an economic process, business philosophy, business function, and scientific discipline), theoretical bases of trade marketing, marketing in integration processes, the specifics and strategies of trade marketing, basic instruments of trade marketing, phases in the process of trade marketing management, procedures and methods of exploring marketing and the application of marketing information system in trade, innovation as the main driver of changes in the marketing strategies of trade companies*  *Enable a student to master theoretical and methodological knowledge in the field of trade marketing, to enable them to be competitive on the labour market; Master procedures and methods of making marketing-management decisions in conditions of competition of trade companies, theoretical and methodological knowledge in the field of creating a marketing mix of a trade company, innovation and its application in the marketing strategy of a trade company; Enable a student to, through the marketing capacity testing of our business systems, in relation to the progressive theory and practice, carry out self-evaluation: where the company is, where does it want to go,and which positioning strategy should it apply* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Theoretical bases of trade marketing; Package deal instruments; Location policy; Communication and sales instruments; Forms of promotion (communication mix) and their specifics: Marketing instrumentalisation of aesthetics in trade; Marketing research (areas of research, procedure, and methods); Marketing information system; Marketing instrumentalisation of quality in trade* | | | | | | |
| **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** | **30** | | **Written examination** | | |  |
| **Practical teaching** |  | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |