



UNIVERSITY OF NIŠ

Course Unit Descriptor

Faculty

Faculty of Mechanical Engineering

GENERAL INFORMATION

Study Program	Engineering Management		
Study Module (if applicable)	-		
Course Title	Marketing		
Level of Study	<input checked="" type="checkbox"/> Bachelor	<input type="checkbox"/> Master's	<input type="checkbox"/> Doctoral
Type of Course	<input checked="" type="checkbox"/> Obligatory	<input type="checkbox"/> Elective	
Semester	<input checked="" type="checkbox"/> Autumn	<input type="checkbox"/> Spring	
Year of Study	II		
Number of ECTS Allocated	7		
Name of Lecturer/Lecturers	Miloš D. Milovančević		
Teaching Mode	<input checked="" type="checkbox"/> Lectures	<input type="checkbox"/> Group tutorials	<input type="checkbox"/> Individual tutorials
	<input checked="" type="checkbox"/> Laboratory work	<input checked="" type="checkbox"/> Project work	<input checked="" type="checkbox"/> Seminar
	<input type="checkbox"/> Distance learning	<input type="checkbox"/> Blended learning	<input type="checkbox"/> Other

Purpose and Overview (max. 5 sentences)

The acquisition of basic knowledge about the paradigm, methods, techniques, marketing strategies, and develop the ability to create flexible ways of responding to changing business conditions. Acquiring knowledge in the field of marketing management, especially from the aspect of the basic postulates of marketing concepts and apply this concept in practice.

Syllabus (brief outline and summary of topics, max. 10 sentences)

The concept of marketing, basic concepts of marketing, basic dimensions of marketing, the basic characteristics of modern society, the company and the market, the conceptual definition of the market, the market mechanism, forms of market organization, Marketing as a business function, marketing management, micro and macro marketing, Marketing environment, Marketing mix, promotional mix, creating promotional messages, marketing and conflicts, Competition, marketing strategy, the new product, Integrated marketing communications. Formulating marketing programs, product, price, distribution, promotion, marketing management, basic marketing strategy, internationalization of business operations, Specific aspects of 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
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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			