



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	<input type="checkbox"/> Bachelor	<input checked="" type="checkbox"/> Master's	<input type="checkbox"/> Doctoral
Type of Course	<input type="checkbox"/> Obligatory	<input checked="" type="checkbox"/> Elective	
Semester	<input checked="" type="checkbox"/> Autumn		<input type="checkbox"/> Spring
Year of Study	I		
Number of ECTS Allocated	7		
Name of Lecturer/Lecturers	Miloš D Milovančević, Jelena S Petrović		
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 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			