

Study program: Tourism and hospitality; Management of food technology and gastronomy			
Course name: Basics of marketing			
Professor: Bratislav B. Prokopović, PhD Saša Sarić, M.Sc			
Subject status: compulsory course			
ECTS: 6			
Requirements: no requirements			
Aim of the course: The aim of the course is to familiarize the students with the basics of the market theory, elements of marketing mix, market participants (either on the supply or demand side), as well as with the change in the business planning activities (characteristic for our market for a long time). The students will also learn about business opportunities that stem from the application of marketing conceptions.			
Outcome of the course After successfully completing the course the students will be able to: critically study the key problems in marketing; integrate marketing function and IT; manage a product as an element of marketing mix, effectively integrate distribution channels, formulate the pricing policy.			
Content of the course <i>Theoretical lectures</i> Introduction to marketing; Basic market theories; The notion and the importance of marketing; The introduction to marketing research; Marketing information system; Researching behavioral motifs of consumers; Marketing strategy; Product as a marketing mix instrument; Product life cycle; Price as a marketing mix instrument; Distribution as a marketing mix instrument; Promotion as a marketing mix instrument; Social-economic criticism of marketing; Industrial marketing; Application of marketing in different areas. <i>Practical course work</i> The origin and development of marketing; Supply and demand; The relation between marketing function and other functions in an enterprise; Making preliminary research; Creating one's own MIS; Types of consumers and determining the factors that influence consumer behavior; Differentiation, segmentation, evaluation, strategy; Types of products, functionality, design, packaging, labelling; The introduction, growth, maturity and decline from a strategic point of view; Forming prices, different techniques and tactics, rentability charts; Direct and indirect distribution; Correlation between assets and industrial media propaganda; Marketing criticism (producers point of view); Relation between marketing of consumption resources and production resources; Tourism, agriculture, banking, trade, sport.			
Literature			
<ul style="list-style-type: none"> • Прокоповић, Б. <i>Основи маркетинга</i>, Секом Books, Нови Сад, 2005. • Милицављевић, М. <i>Маркетинг</i>, Савремена администрација, Београд, 2005. 			
Total number of active teaching classes		Lectures: 30	Practical course work: 30
Teaching methods Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
Evaluation (maximum points 100)			
Pre-exam activities	Points	Final exam	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	
Term papers	15		