



* Level 1: Tutorial support sessions, materials and exams in this language

* Level 2: Tutorial support sessions, materials, exams and seminars in this language

* Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

Faculty of Business Economics Academic Year 2020/2021	
1. COURSE BASIC INFORMATION	
COURSE NAME: MARKETING	CODE: 5.01.05.E006
LANGUAGE: english	LEVEL: level 1
YEAR: 1st	SEMESTER: 2nd
	ECTS CREDITS: 8
2. LECTURER BASIC INFORMATION:	
NAME: Darijo Jerkovic e-mail: darijo.jerkovic@unvi.edu.ba LANGUAGE: english	
	LEVEL: level 1
Course goals:	The aim of the course is to introduce students with basic knowledge of marketing, the ability to apply them to business operations with the primary goal of creating long-term customer loyalty as one of the basic prerequisites for market success of the company.
Competencies/learning outcomes	After successfully completing this course students will acquire basic theoretical knowledge about marketing and the possibilities of its application in creating competitive advantages on the market.
Skills	Skills will be expressed through knowledge of the basic elements of marketing mixes, and the ability to create different strategies for each of them.
Content description:	1. MARKETING – VALUE AND CONSUMER SATISFACTION 2. MARKETING TODAY – GLOBALIZATION AND INTERNET 3. MARKETING ENVIRONMENT 4. DECISION MAKING PROCESS AND CONSUMER BEHAVIOR 5. MARKET SEGMENTATION AND POSITIONING 6. PRODUCT, SERVICE AND BRAND STRATEGIES 7. PRICING STRATEGIES 8. ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS 9. PERSONAL SALES AND DIRECT MARKETING 10. MARKETING CHANNELS 11. INTEGRATED MARKETING COMMUNICATION 12. GLOBAL MARKETING
Teaching methodology	
Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion	
Assessment methodology	
a) Full time students 1. Written Test 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the content).....30 points 3. Lecture and practical classes (attendance and activity).....20 points 4. Practical classes (case study/presentation).....20 points _____ Total :.....100 points	b) Part-time students 1. Written Test 1 (the first 50% of the content)30 points 2. Written Test 2 (other 50% of the content).....30 points 3. Case study/Seminar paper.....30 points 4. Presentation of activity 3.....5 points 5. Attendance at one of the lectures.....5 points _____ Total :.....100 points
NOTE: To achieve the final grade, the student needs to obtain a minimum of 30 points (cumulative for test 1 and test 2, and a minimum of 10 points for one of the tests) in order to add points from other activities. To pass the course, the student needs to obtain 55 points.	
BOOKLIST: Kotler, Ph., Keller. K.L., <i>Marketing management</i> , 14th edition, Prentice Hall, 2012. Kotler, Ph., Armstrong, G., <i>Principles of Marketing</i> , 14th edition, Prentice Hall, 2012.	