



- \* 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 2019/2020	
1. COURSE BASIC INFORMATION	
<b>COURSE NAME:</b> MARKETING	<b>CODE:</b> 5.01.05.E006
<b>LANGUAGE:</b> english	<b>LEVEL:</b> level 1
<b>YEAR:</b> I	<b>SEMESTER:</b> II
<b>ECTS CREDITS:</b> 6	
2. LECTURER BASIC INFORMATION:	
<b>NAME:</b> PhD Darijo Jerkovic	
<b>e-mail:</b> darijo.jerkovic@unvi.edu.ba	
<b>LANGUAGE:</b> english	<b>LEVEL:</b> level 1
<b>Course goals:</b>	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.
<b>Competencies/learning outcomes</b>	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.
<b>Skills</b>	Skills will be expressed through knowledge of the basic elements of marketing mixes, and the ability to create different strategies for each of them.
<b>Content description:</b>	<ol style="list-style-type: none"> <li>1. MARKETING – VALUE AND CONSUMER SATISFACTION</li> <li>2. MARKETING TODAY – GLOBALIZATION AND INTERNET</li> <li>3. MARKETING ENVIRONMENT</li> <li>4. DECISION MAKING PROCESS AND CONSUMER BEHAVIOR</li> <li>5. MARKET SEGMENTATION AND POSITIONING</li> <li>6. PRODUCT, SERVICE AND BRAND STRATEGIES</li> <li>7. PRICING STRATEGIES</li> <li>8. ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS</li> <li>9. PERSONAL SALES AND DIRECT MARKETING</li> <li>10. MARKETING CHANNELS</li> <li>11. INTEGRATED MARKETING COMMUNICATION</li> <li>12. GLOBAL MARKETING</li> </ol>
<b>Teaching methodology</b>	Lectures are held in forms: ex cathedra, discussion, guest lecturer. Practical classes of the course include group and individual case study, discussion
Assessment methodology	
<b>a) Full time students</b> 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>b) Part-time students</b> 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
<b>NOTE:</b> 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.	
<b>BOOKLIST:</b> 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.	