

Course Title	MARKETING				
Faculty	Faculty of Law and Business Studies Dr Lazar Vrkić				
Study Programme	Business Psychology				
Professor	Full Professor Vladimir Njegomir	Contact (e-mail address)	vnjegomir@flv.edu.rs		
Code		Course level	Undergraduate (BA)	ECTS credits	5
Description (max. 100 words)	<p>Main topics: Marketing - concept and basic characteristics of the market economy, significance and evolution of the marketing concept. Marketing management - basic concepts of marketing management, competitive advantage, marketing planning, marketing organization, marketing control. Marketing environment - internal environment, competitive environment, wider marketing environment, global marketing environment. Market opportunities research - marketing research project, market research methods, market segmentation and positioning. Marketing information systems. Consumer behaviour. Product, distribution channels, and promotion as marketing mix elements. Price as a marketing mix element - price relations and other marketing variables, price and non-price competition, price fixing, pricing of new products.</p>				
Learning outcomes (max. 50 words)	<p>Students will gain an understanding of the need to respect the wishes and needs of consumers and the position of marketing function in relation to other business functions when making managerial decisions. Students will utilize the basic methodology of marketing research and evaluate marketing aspects within contemporary conditions of globalization.</p>				
Semester	5	Maximum number of visiting students			
Language	Serbian	Available for international students (YES or NO)		YES	