

Course Title	Marketing Psychology				
Faculty	Faculty of Law and Business Studies Dr Lazar Vrkić				
Study Programme	Business Psychology				
Professor	Veljko Đurić, Full Professor		Contact (e-mail address)	veljko234@yahoo.com	
Code		Course level	Undergraduate (BA)	ECTS credits	6
Description (max. 100 words)	Basic topics: Marketing and psychology (consumer orientation); Development of marketing, publishing and public relations (basic elements of marketing mix: product, price, distribution, promotion). Analysis of the product life cycle (Boston Matrix); SWOT analysis; Consumers' behavior (research of consumers, life style); Marketing research (primary and secondary research, quantitative and qualitative research); Group discussion focus; Media and publishing (comparative advantages and disadvantages of certain media); media consumption measuring (TV views, basics of media planning, and media space purchase); Integrated marketing communication (research and publishing agencies); Brand (relationship between brand and product); value of a brand (brand managing); prominent consumership.				
Learning outcomes (max. 50 words)	Students should be able to work in marketing companies as associates. They will have acquired basic ideas and notions of marketing which should enable them to cooperate successfully with different experts, economists, designers, and media planners.				
Semester	3		Maximum number of visiting students		
Language			Available for international students (YES or NO)	YES	