

	<u>Subject title:</u> <b>FUNDAMENTALS OF MARKETING</b>			
<u>Subject code:</u>	<u>Subject Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
	Compulsory	II	6	3L+2T

<u>Study programme:</u> Academic Undergraduate Studies: Financial Management/Marketing
<u>Responsible Staff:</u> Assistant Professor Jelena Žugić, PhD; Teaching Assistant: Milica Kovačević
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance= 5 points Student participation, Homework = 5 points
<u>Objectives:</u> To enable students to acquire essential knowledge in marketing.

### **SYLLABUS:**

- Nature of marketing
- Global marketing environment
- Consumer behaviour
- Consumer behaviour – continuation
- Marketing research and information systems
- Market segmentation, targeting and positioning
- Product and brand marketing
- Services marketing management
- Strategy of price formation
- Integrated marketing communications and mass communication techniques
- Integrated marketing communications and direct communication techniques
- Distribution management
- Marketing strategy and planning

### **READING LIST AND REFERENCES:**

Philip Kotler, Gary Armstrong: *Principles of Marketing*, Pearson Prentice Hall, 2010