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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR****FACULTY OF ECONOMICS** |
| **Subject:** | **MARKETING** | **Code: AB2016** |
| **Studies level, year of study, semester**  | academic undergraduate studies  | year: II/ semester: 4 |
| **Lecturer:** | Veldin Ovčina, PhD, associate professor |
| **Contact details:** | Address: Dzemal Bijedic University of Mostar, Faculty of Economics email: veldin.ovcina@unmo.ba tel. 036/514-915 |
| **Total lecture hours:** | Lectures (weekly hours): 4 | Exercises (weekly hours): 2 | Total number of hours: 180 |
| **ECTS points:** | 6 ECTS |
| **Degree:** | Bachelor of Business Economics |
| **Subject status:** | Obligatory |
| **Preconditions for the subject:** | None |
| **Limitations:** | Only for students of Faculty of Economics |
| **Explainations of credit value:** | Number of ECTS points corresponds to the number of hours necessary for teaching hours and exam preparation.  |
| **Objective of the subject:** | Objective of this subject is to introduce students to the concepts of creating marketing activities for the purpose of making optimal managerial and marketing decisions, and learning about the effects and consequences of business decisions made in the field of marketing. |
| **Generic and specific competencies (knowledge and skills) / learning outcomes:**  | After successful completion of this subject the students will be able to: * Understand marketing concepts in specific contexts;
* Independently, and in the group, use tools and techniques of marketing management;
* Design and profile an optimal marketing strategy;
* Describe, analyze and evolve different marketing mix components;
* Implement acquired knowledge and skills in order to improve the marketing function of enterprises.
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| **Main content of the subject::** | 1. Understanding marketing management
2. Market segmentation and product positioning
3. Connecting with customers
4. Marketing research
5. Building strong brands
6. Product policy
7. Pricing
8. Distribution
9. Communicating value
10. Marketing planning
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| **Forms of teaching / learning methods:** | lectures, exercises, presentations, discussion |
| **Other requirements for the students** |  |
| **Structure of final grade**  | * the first test: 35%
* marketing plan: 30%
* final exam: 35%
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| **Literature:** | Kotler P., Armstrong G., (2014)*Principles of marketing,*15th edition, Prentice Hall, Inc. |
| **Quality control of successfulness of teaching** | Anonymous survey among students on the success of the course. |