
	<b>UNIVERSITY OF EAST SARAJEVO</b> Faculty of the Production and Management Trebinje					
	<i>Study program: Industrial Management</i>					
	I cycle of the study	IV year of the study				
<b>Ful name of the course</b>	FOUNDATIONS OF MARKETING					
<b>Chair</b>	Department of Industrial Management - Faculty of the Production and Management Trebinje					
<b>Course code</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS</b>			
IM-24-1-039-8	Required	VIII	5			
<b>Teacher (s)</b>	Mirjana Miljanović, PhD Assistant Professor					
<b>Contributor (s)</b>	Mirjana Jokanović, MSc Teaching Assistant					
<b>Fund hours / teaching load (weekly)</b>		<b>Individual student workload (in semester hours)</b>		<b>Student load coefficient S<sub>0</sub></b>		
<b>Lectures</b>	<b>Auditory exercises</b>	<b>Laboratory exercises</b>	<b>Lectures</b>	<b>Auditory exercises</b>	<b>Laboratory exercises</b>	<b>S<sub>0</sub></b>
3	2	0	3*15*1,4 = 63	2*15*1,4 = 42	0*15*1,4 = 0	1,4
total teaching load (in hours, semester) 3*15 + 2*15 + 0*15 = 75			total student workload (in hours, semester) 3*15*1,4 + 2*15*1,4 + 0*15*1,4 = 105			
Total course load (teaching + student): 75 + 105 = 180 semester hours						
<b>Learning outcomes</b>	By mastering this course the student will be able to: 1. understands and demonstrates knowledge in marketing, 2. understands the functioning of the marketing mix, 3. apply the marketing process in practice, 4. analyzes, synthesizes and communicates acquired theoretical and practical knowledge in specific market situations.					
<b>Conditionality</b>	No conditionality.					
<b>Teaching methods</b>	Lectures, Exercises, Seminar Teaching, Case Studies, Guest / Field Teaching					
<b>Course content per week</b>	<ol style="list-style-type: none"> <li>1. The Meaning of Marketing.</li> <li>2. Market Analysis: Segmentation strategies, Target market selection, Positioning strategies.</li> <li>3. The Marketing Environment.</li> <li>4. The Business Markets.</li> <li>5. Market Segmentation. The Consumer Markets. Business-to-Business (B2B) Markets.</li> <li>6. The Marketing Research Process.</li> <li>7. The Boston Consulting Group's Product Portfolio Matrix (BCG matrix).</li> <li>8. Marketing Mix. Mega Marketing.</li> <li>9. Product Management. Developing New Products.</li> <li>10. Pricing Strategies and Price Determination.</li> <li>11. Distribution Channels.</li> <li>12. Integrated Marketing Communications.</li> <li>13. Direct, Online, Social Media and Mobile Marketing as Part of Integrated Marketing Communications.</li> <li>14. Developing a B2B Marketing Strategy. A Marketing Planning. Product Planning. Implementation and Control.</li> <li>15. A Marketing Planning. Methodological and Organizational Side of Marketing Planning.</li> </ol>					
<b>Required literature</b>						
<b>Author (s)</b>	<b>Publication name, Publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Kotler, P.	Marketing Management, Prentice-Hall, New Jersey	2016	All book			
Jobber, D., Fahy, D.	Foundations of Marketing, McGraw-Hill Education (UK)	2012	All book			
<b>Supplementary literature</b>						
<b>Author (s)</b>	<b>Publication name, Publisher</b>	<b>Year</b>	<b>Pages (from-to)</b>			
Verhage, B.	Marketing Fundamentals An International Perspective, Noordhoff Uitgevers	2013	All book			
<b>Obligations, forms of assessment and assessment</b>	<b>Type of student work evaluation</b>		<b>Points</b>	<b>Percentage</b>		
	Pre-exam obligations					
	activity in teaching		5	5 %		
	seminary work		15	15 %		
the first colloquium		20	20 %			

	the second colloquium	20	20 %
	Final exam		
	final exam (oral)	40	40 %
	TOTAL	100	100 %
<b>Web page</b>	<a href="http://www.fpm.ues.rs.ba/wp-content/uploads/2016/11/10_IM_Osnovi_marketinga.pdf">http://www.fpm.ues.rs.ba/wp-content/uploads/2016/11/10_IM_Osnovi_marketinga.pdf</a>		
<b>Date of certification</b>	11.10.2016 - XXIX session of the Council of the Faculty of the Production and Management Trebinje		