

NAME OF THE COURSE		Marketing					
Code	EUA104	Year of study		2			
Course teacher	Prof. Biljana Crnjak-Karanović, PhD Assistant prof. Goran Dedić, PhD Associate prof. Zoran Mihanović, PhD	Credits (ECTS)		6			
Associate teachers	Associate prof. Mario Pepur, PhD	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Mandatory	Percentage of application of e-learning	25%				
COURSE DESCRIPTION							
Course objectives	Upon completion of the course, students will be able to critically assess the role of marketing in society and organizations, analyse market situations facing organization and companies and propose course of action in solving practical problems related to market operations.						
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statute and Regulations of the Faculty of Economics, University of Split.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Analyse different market situations facing organizations (for-profit, non-profit and public) and present the main marketing methods and techniques in solving practical business-related problems Individual learning outcomes: - Identify the principles of marketing in the economic entities operations and the impact of environmental variables on marketing activities - Link the most significant theoretical concepts in marketing research with the role of research in business management - Recommend market coverage strategies based on the variables related to consumer behaviour and market segmentation - Analyse products and their characteristics and the factors influencing pricing decisions - Analyse and compare marketing channels, different forms of promotional activities as well as factors which need to be considered when deciding on a promotional mix						
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:			
		Topic	Hours	Topic	Hours		
	1	Introduction to course syllabus TOPIC 1 - Definition and basic concepts in marketing	2	Introductory tutorial session – introducing students with course structure and requirements	2		

	2	TOPIC 1 – Evolution of marketing and marketing management. <i>Company orientation towards the marketplace</i>	2	Company orientation towards the marketplace – case study, discussion	2
	3	TOPIC 2 – Marketing environment – external environment	2	Macro marketing and social responsibility of marketing - discussion	2
	4	TOPIC 2 – Marketing environment – internal environment	2	Marketing environment – case study; Discussion	2
	5	TOPIC 4 – Consumer behaviour		TOPIC 3 –Marketing research	2
	6	TOPIC 4 – Consumer behaviour (continues)	2	TOPIC 3 – Marketing research (continues)	2
	7	TOPIC 5 – Market segmentation, targeting and positioning	2	Consumer behaviour – case study; Discussion	2
	8	Mid-term Exam			
	9	TOPIC 5 – Market segmentation, targeting and positioning	2	Market segmentation - case study; Discussion	2
	10	TOPIC 6 – Managing marketing mix - Product	2	Managing marketing mix – product – case study; Discussion	2
	11	TOPIC 6 – Managing marketing mix - Product	2	Managing marketing mix – product – case study; Discussion	2
	12	TOPIC 7 – Managing marketing mix – Place	2	Managing marketing mix – place – case study; Discussion	2
	13	TOPIC 8 – Managing marketing mix – Price	2	Managing marketing mix – price – case study; Discussion	2
	14	TOPIC 9 – Managing marketing mix – Promotion	2	Managing marketing mix – promotion – case study; Discussion; Course wrap-up	2
	15	End-Term Exam			
Format of instruction	☒ lectures ☐ seminars and workshops ☒ exercises ☐ on line in entirety ☒ partial e-learning ☐ field work		☒ independent assignments ☒ multimedia ☐ laboratory ☐ work with mentor ☐ (other)		
Student responsibilities	Mandatory class attendance and active participation in course activities. In order to meet module requirements for attendance, full-time students must attend 60% of classes. Active participation in course activities includes participation in case study discussions and practical exercises. Meeting module requirements is the prerequisite for taking the exam.				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is	Class attendance (evaluated through self-evaluation quizzes)	1	Research		Practical training
	Experimental work		Report		Case studies (Other)

2021./2022.

19/10/21 – 2. Sj.FV

equal to the ECTS value of the course)	Essay		Seminar essay		(Other)	
	Tests	5*	Oral exam	3*	(Other)	
	Written exam	2*	Project		(Other)	
Grading and evaluating student work in class and at the final exam	During the semester, there will be two (mid and end-term) exams. Students can achieve final grade through a combination of mid and end-term exams or by taking a full exam (written and oral) at the end of the semester. To achieve a passing grade, students need to have successfully passed both mid and end-term exams (achieving a minimum of 55% of points on each test)*.					
	Students who fail mid and end-term exams need to take the final exam. The final exam consists of a written and oral part. To take the oral part of the exam, students need to pass the written part. Final grade is calculated as a weighted average of oral (weight 0.6) and written (weight 0.4) parts of the exam.					
	Students who pass both mid and end-term exams do not need to take the final exam.					
	Grading system for the exams: 0-54 fail (1) 55-65 satisfactory (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)					
	*Students who pass the mid and end-term exams do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Previšić, J. i Ozretić Došen, Đ. (urednici) (2004), MARKETING, Zagreb, Adverta			26	-	
	Kotler, P. (2001) UPRAVLJANJE MARKETINGOM, Analiza, Planiranje, Primjena i Kontrola (9. izdanje), Zagreb, MATE			9		
	Authorized lectures and teaching materials on Moodle's course pages			0	Moodle	
Optional literature (at the time of submission of study programme proposal)	Kotler, P., Armstrong, G., (2012) PRINCIPLES OF MARKETING, NJ, Prentice Hall					
Quality assurance methods that ensure the acquisition of exit competences	• Evaluation of class attendance and fulfilment of student obligations (course teacher) • Teaching supervision (vice dean) • Analysis of studying successfulness across all study courses (vice dean) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre)					

	• Exams, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)
Other (as the proposer wishes to add)	