

Study program: Road Traffic Engineering			
Course title: Marketing			
Professor/assistant: Nikola Radivojević			
Type of course: Elective			
ECTS credits: 6			
Prerequisites: None			
Aims of the course: Getting familiar with the basic terms and tendencies in marketing, especially marketing services; defining marketing functions; the importance of marketing in companies in turbulent environment; instruments, marketing mix and marketing strategy; techniques of analysis.			
Learning outcomes: After passing the course, the student will be able to define the meaning and functions of marketing, to understand, use and apply instruments of marketing mix to control relations with buyers/customers, to apply different marketing strategies to create competitiveness and achieve advantages for the company, understand the basics of organization of marketing function in transport companies etc.			
Syllabus: <i>Theoretical part:</i> <ol style="list-style-type: none"> 1. Concepts and philosophies of marketing. 2. Information system marketing. 3. Market analysis. 4. Analysis of client's behavior. 5. Segmentation of the market, selection of the targeted market, positioning. 6. Analysis of the competitive environment and competitors. 7. Defining strategies of services marketing. 8. Marketing mix for services. 9. Channels of distribution. 10. Promotions. 11. Public relations management. 12. The organization of marketing function. <i>Practical part:</i> Auditory exercises, creating study cases.			
Literature: <ol style="list-style-type: none"> 1. F. Kotler, K. L. Keler, Marketing Management, Pearson Hall, 2006. 2. Radoslav Senić, Dr Vladimir Senić, Menadment i marketing usluga, Prizma, Kragujevac 2008. 3. Ružić, D., et al, E-marketing, Ekonomski fakultet u Osijeku, Osijek, 2015. 			
Total number of active classes: 75		Lectures: 45	Practical classes: 30
Teaching methods: Lectures, practical training			
Grading system (maximum 100 points) grading scale from 5 to 10: below 51 points – student fails the exam, grade 6 from 51- 60 points, grade 7 from 61-70 points, grade 8 from 71-80 points, grade 9 from 81-90 points, grade 10 from 91- 100 points.			
Pre-exam obligations:	Points:	Final exam:	Points:
Activity during theoretical lectures	max 5	Oral exam	50
Practical training	max 5		
Written test(s)	max 20		
Term papers	max 20		
Minimum requirement for the final exam	30		