

Study program: Information Technology			
Course title: INDUSTRIAL MARKETING			
Teacher(s): Neda M. Nikolić			
Lecturer: Miodrag M. Zecević			
Course status: elective			
Number of ECTS credits: 6			
Condition: does not have			
Course objectives The course is structured in the such way to introduce students to the fundamentals of market, marketing concept, analysis competitive environment, marketing strategy of the organization, instruments of projection and measurement of effects marketing activities, in order to improve the production/service offer, add value to the products and image of the company and improve the competitive position and business success. In addition to the theoretical knowledge from this area, the student should master practical basic marketing skills needed for a manager, especially in terms of establishing a global system of marketing management, socially and ethically responsible.			
Learning outcomes - Understanding the concept of market operations, marketing, processes and organization as a whole - Mastering the qualitative and quantitative SWOT matrix in creating a marketing strategy organizations - Acquisition of knowledge and skills in the field of marketing - Knowledge of the structure and ability to independently apply marketing methods of research, segmentation, planning, organization and control as well as improvement of existing practices in domestic and foreign business entities, companies, organizations, countries - Ability to conceive and implement marketing plans and strategies in all areas of business			
Content of the course <i>Theoretical classes</i> Basics of the market, market operations and marketing concept, Marketing system; Marketing analysis opportunities: marketing environment, market research and customer behaviour, market of manufacturers, retailers and governments, Market segmentation and market positioning, Market assessments and indicators; Organizing for marketing: Competitive strategies, Marketing organization, Marketing planning; Marketing program: Deciding on product policy, new product, pricing, distribution channels, sales force, promotion and communication with the market; Marketing control, analysis of sales, costs and profits; Social marketing: social, ethical, legal issues in marketing, Global Marketing. Practical teaching Lectures and exercises are based on examples from literature and practice. The exercises are auditory and comprehensive elaboration of the material provided within the program.			
Literature [1] Зечевић М., Николић Н. (2014). Основе маркетинга (скрипта)- допуњено издање, ФТН Чачак. [2] Kotler F. Armstrong G. (2023). Principles of Marketing – 19th, Global Edition, Published by Pearson [3] Fotiadis T., Lindgreen A., Siomkos G., Oberg C., Folinis D. (2022.) –Industrial marketing, SAGE Publications Ltd [4] Brennan R., Canning L., McGrath H. (2023.)- Business-to-Business Marketing, SAGE Publications Ltd [5] Глигоријевић М., Вељковић С. (2019). Маркетинг, Економски факултет, Универзитет у Београду – Центар за издавачку делатност. [6] Костић-Станковић М, Филиповић В, Штављанин В. (2017). Маркетинг, ФОН, Београд			
Number of active teaching classes: 4		Theoretical teaching: 2	Practical teaching: 2
Teaching methods Lectures are conducted using the "ex cathedra" method, presenting the teaching content. Teaching material will be presented to students through Microsoft PowerPoint presentations and video material. Tutorials is contained in textbooks and manuals. Exercises are performed using a combination of "ex cathedra" and "case" methods. Part of the auditory exercises is executed using the "ex cathedra" method. The rest of the exercises are implemented using the "case" method with the interactive participation of students and include the analysis of cases from practice, the creation of project tasks within the scope of the course content. Knowledge verification, assessment and examination method. Knowledge is checked through tests and the presentation and thesis defense of the seminar work, during the semester as well as the final exam. The exam is taken in writing and/or orally.			
Evaluation of knowledge (maximum number of points 100)			
Pre-exam obligations	Points	Final exam	Points
Activities during teaching process	10	Final exam (written):	30
Practical teaching	/	Final exam (oral):	
Colloquium	30		
Practical teaching	30		