

NAME OF THE COURSE		Marketing				
Code	ECA102	Year of study	2			
Course teacher	Assoc.prof. Mario Pepur Goran Dedić, PhD	Credits (ECTS)	6			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Compulsory	Percentage of application of e-learning	25%			
COURSE DESCRIPTION						
Course objectives	The course objective is to indicate importance of marketing, in business, and for society, and to enable students to apply fundamental marketing knowledge and skills.					
Course enrolment requirements and entry competences required for the course						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Learning outcome of the course: To apply marketing approach in analysing and planning, dominantly in business, but in social action as well.</p> <p>Individual Learning Outcomes:            1. Distinguish marketing and other business concepts, as well as strategic and tactical marketing level.            2. Analyse main internal and external environment factors and their impact on business marketing programme.            3. Identify criteria for market segmentation and targeting.            4. Analyse and relate product, distribution, price and promotion features.            5. Identify ethical and socially responsible marketing approach.</p>					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	Introduction (concepts: market, offer, demand, needs, goods/ value), content and methodology.	2	Team work basics; Instructions for assignment 1 – Sector analysis.	2		
	Basic marketing terms (concept, process, strategy and mix); marketing concept development	2	Selected companies overview; Discussion – dilemmas on sector analysis	2		
	Globalization and sustainable development – marketing models	2	1.assignment submission - Presentation (I part)	2		
	Marketing analysis – research process, main environment factors, PESTE	2	Presentation (II part) Instructions for assignment 2 – Customers analysis	2		
	Marketing analysis -customers segmentation and analysis	2	Discussion – dilemmas on customers analysis	2		
	Marketing analysis – competitors, suppliers and internal factors analysis	2	2.assignment submission - Presentation (I part)	2		
	Marketing mix (4P and 7P) – product policy	2	Presentation (II part) Instructions for assignment 3 – Competitors analysis	2		

	Marketing mix – service and price policy	2	Discussion – dilemmas on competitors analysis	2
	Marketing mix – distribution policy	2	3.assignment submission - Presentation (I part)	2
	Marketing mix – promotion policy	2	Presentation (II part) Instructions for assignment 4 – Marketing strategy	2
	Marketing strategy – determinants and components	2	Discussion – dilemmas on marketing strategy	2
	Marketing strategy - types	2	4.assignment submission - Presentation (I part)	2
	Final consideration and conclusion.	2	Presentation (II part)	2
Format of instruction	<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> practitioner lecture	
Student responsibilities	To attain a signature student must: - actively participate in classes, with min 50% recorded attendance and - successfully write/present four project assignments.			
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1,3	Research	Practical training
	Experimental work		Report	(Other)
	Essay		Seminar essay	(Other)
	Tests*	2,6*	Oral exam	(Other)
	(Written exam*)	(2,6*)	Projects	2,1 (Other)
Grading and evaluating student work in class and at the final exam	The final grade (max 100 points or 100%) will be formed as follows: 1. Two midterm exams* max 30 points/% each, or written exam* with max 60 points/% of final grade: - student must pass midterm exam 1 (with sufficient number of points/%) in order to approach midterm exam 2. If both midterm exams are passed, it is considered as student has passed written exam; - midterm exam/written exam consists of 3 questions (YES-NO and multiple responses) for each topic/teaching unit, which verifies all learning outcomes, i.e. course objective. - in order to pass midterm exam/written exam (besides point threshold), student must achieve >0 points on each topic/teaching unit; - point thresholds for midterm tests/written exam are: 0-23 insufficient (1) 24-32 sufficient (2) 33-41 good (3) 42-50 very good (4) 51-60 excellent (5) 2. Four project assignments of max 40 points/% of final grade: - projects are team assignments where teacher determines number of team members (3-5) depending on total number of students at course;			

	<p>- in project assignments (presented at exercises), students must analyse external environment (macro, customers and competitors) and marketing strategy of chosen business case, which verifies course objective and four of five learning outcomes.</p> <p>- point threshold for project assignments is:</p> <p>0-15 insufficient (1)  16-21 sufficient (2)  22-27 good (3)  28-33 very good (4)  34-40 excellent (5)</p> <p>Oral exam is optional, if student want to achieve higher total grade. Oral exam is group exam with group confrontation and argumentation, which verifies all learning outcomes.</p>		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Previšić, J., Ozretić Došen, Đ.: Marketing, Adverta, Zagreb, 2007. (2001; 2006.)	19 (+6+10)	
	Dragnić, D.: lectures and teaching materials		<a href="https://moodle.efst.hr">https://moodle.efst.hr</a>
Optional literature (at the time of submission of study programme proposal)	<p>Kotler, P., Keller, K., Martinović, M.: Upravljanje marketingom, 14. izdanje, Mate, 2014..</p> <p>Kotler, P.: Osnove marketinga, Mate, 2006.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>Monitoring the attendance and execution of other student obligations (teacher)</li> <li>Teaching Supervision (Vice dean)</li> <li>Analysis of the success of studies in all subject studies (Vice dean)</li> <li>Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement)</li> <li>The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean)</li> </ul>		
Other (as the proposer wishes to add)			