

### DESCRIPTION OF A STUDY COURSE – SYLLABUS

<b>Title of a course</b>	Introduction to Marketing				
<b>Head of course</b>	MSc Robert Strahinja, Lecturer Assistant Martin Golob, Lecturer				
<b>Study programme</b>	Professional undergraduate study Road Transport				
<b>Status of a course</b>	Obligatory				
<b>Year of study</b>	1.	<b>Semester</b>	I	<b>ECTS credits</b>	4
<b>Teaching plan (L + E + S+ Pr)</b>	L+S (2+1)				
<b>Goals of a course</b>					
The aim of the course is to introduce and familiarize students with the basic concepts and principles of marketing and, through seminar work and case studies, to prepare students for the practical application of these principles.					
<b>Conditions for enrolling course</b>					
No conditions					
<b>Learning outcomes on a level of a study programme which includes course</b>					
Outcome 4: Analyse and evaluate the economic aspect in the traffic engineering practice. Outcome 14: Independently present professional content on oral, written and graphical basis using the usual tools in Croatian and/or foreign language.					
<b>Expected learning outcomes on a level of a course</b>					
<ol style="list-style-type: none"> <li>1. Explain the basic concepts in marketing, and describe the process of emergence and development of marketing and its role in contemporary business operations.</li> <li>2. Analyse the main factors of the micro and macro marketing environment and their influence on the market business operations, that is, the marketing concept of a business entity.</li> <li>3. Describe the process of market research, and list and explain research methods and techniques.</li> <li>4. Analyse concepts and insights about consumer behaviour with the aim of implementing a business entity's marketing strategy.</li> <li>5. Based on the offered practical example, analyse the problem, suggest and substantiate possible solutions to the problem.</li> <li>6. Analyse and compare market characteristics of a product/service, distribution, pricing and promotions.</li> </ol>					
<b>Content of a course</b>					
The concept of marketing, basic terminology, evolution of the concept. The term and dimension of the market. Basic marketing functions. Marketing environment; external and internal environment. Information technology systems in marketing. A process and methods of market research. Customer behaviour; characteristics and factors of customer behaviour. Market segmentation, predictions and positioning. Product politics. Price politics. Distribution and logistics. Promotion politics. Planning, organizing and control of marketing activities.					
<b>Teaching modes</b>	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
<b>Comments</b>					
<b>Students' obligations</b>					
Seminar and its presentation in teaching.					
<b>Grading, evaluation and monitoring of students' work continuously during lectures and exams</b>					
Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of students.					

**Continuous check-up:**

Outcomes	Pre-exam I	Pre-exam 2	Short test	Seminar work	Case study	Threshold	Max
Outcome 1	15%		5%			10%	20%
Outcome 2	15%		5%			10%	20%
Outcome 3		15%	5%			10%	20%
Outcome 4		15%	5%			10%	20%
Outcome 5					10%	5%	10%
Outcome 6		20%		10%		5%	10%
Percentage of ECTS	1,2	1,2	0,8	0,4	0,4		
Total	30%	30%	20%	10%	10%	50 %	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Exam term:**

Outcomes	Written exam	Oral exam	Max
Outcome 1	15%	5%	20%
Outcome 2	15%	5%	20%
Outcome 3	15%	5%	20%
Outcome 4	15%	5%	20%
Outcome 5	8%	2%	10%
Outcome 6	8%	2%	10%
Percentage of ECTS	3,04	0,96	4
Total	76%	24%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

**Grading:**

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

**Obligatory literature**

1. Bruno Grbac, Stvaranje i razmjena vrijednosti, EFRI, 2012.

**Additional literature**

1. Kotler, P., Upravljanje marketingom, Analiza, planiranje primjena i kontrola, Informator, Zagreb, 1999.



