

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing in safety				
Head of course	MSc Marino Golob, Senior Lecturer				
Study programme	Specialist professional graduate study Occupational Safety				
Status of a course	Obligatory				
Year of study	1.	Semester	I	ECTS credits	6
Teaching plan (L + E + S+ Pr)	2+0+2+0				
Goals of a course					
The aim of the course is to acquire basic knowledge, both theoretical and practical, in the field of marketing, as well as to acquire a special skill in applying the acquired theoretical knowledge in the implementation of marketing activities.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 7: Manage work in the field of safety, in particular in the hospitality industry, goods and people traffic, trade and healthcare. Outcome 13: Apply economic principles in the planning of occupational safety systems. Outcome 15: Manage work in the occupational safety system.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Explain and distinguish, based on the basic concepts and orientation of marketing, procedures and processes for the implementation and evaluation of the marketing concept in the business operations of market entities from the field of occupational safety. 2. Recognize changes in the micro and macro marketing environment and evaluate their impact on specific business entities. 3. Interpret the marketing mix of production, price, distribution and promotion approach in the participation of a specific company from the field of safety in the market. 4. Explain to associates your conclusions, knowledge and arguments on different options for solving problems in the field of marketing in safety, and suggest the most favourable option from the point of view of the observed entity. 5. Explain the importance of socially responsible behaviour of business entities for the safety and satisfaction of consumers. 					
Content of a course					
The concept of marketing, basic terms, the evolution of the concept. Social responsibility of marketing. The notion and dimensions of the market and characteristics of the market in safety. Specifics of marketing in the protection of people and property. The entities that offer protection of people and property. The planning and control of marketing activities. The organisation of marketing activities in economic entities specialised in the protection of people and property. Functions of marketing in safety. Segmentation of the market and positioning in the market. Specifics of the marketing mix in safety. Consumer protection in the Republic of Croatia's market					
Teaching modes	<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 _____		
Comments					
Students' obligations					
According to the Study Regulations.					

Grading, evaluation and monitoring of students' work continuously during lectures and exams

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	Seminar work	Threshold	Max
Outcome 1	16%		4%	10%	20%
Outcome 2	16%		4%	10%	20%
Outcome 3	8%	8%	4%	10%	20%
Outcome 4		16%	4%	10%	20%
Outcome 5		16%	4%	10%	20%
Percentage of ECTS	2,4	2,4	1,2	3	6
Total	40%	40%	20%	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	10%	10%	20%
Outcome 2	10%	10%	20%
Outcome 3	10%	10%	20%
Outcome 4	10%	10%	20%
Outcome 5	10%	10%	20%
Percentage of ECTS	3	3	6
Total	50%	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.

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

Grbac, B.: „Stvaranje i razmjena vrijedosti“, EFRI, Rijeka, 2012.

Additional literature

Business cases from practice

