

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing				
Head of course	MSc Robert Strahinja, Lecturer				
Study programme	Professional undergraduate study Sustainable Agritourism				
Status of a course	Obligatory				
Year of study	2.	Semester	IV	ECTS credits	4
Teaching plan (L + E + S+ Pr)	2+2+0+0				
Goals of a course					
Identify opportunities, develop a business plan, and bring business recognition in response to demand.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 8: Substantiate the selected sales skills and manners of managing the supply chain, procurement and sales process. Outcome 9: Apply communication and presentation skills in written and oral communication with agritourism stakeholders. Outcome 12: Investigate market characteristics in rural tourism. Outcome 14: Design and present tourism and catering offer in rural tourism.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Determine the purpose and meaning of marketing and its role through new marketing relationships. 2. Identify the importance and impact of the marketing environment elements on a company's business operations. 3. Describe the process of market research and analyse consumer behaviour in a specific example. 4. Identify an adequate group of consumers to open a new market niche by analysing the characteristics and needs of consumers. 5. Create a simple marketing plan using elements of marketing mix, internal and external advantages of a particular company. 					
Content of a course					
Understanding the market, its features, types and structures. Components of doing business in the market: product, buyer, seller, exchange and systems of activities. An informed foundation for marketing decisions. Formal/informal pieces of information, process and methods of market research. Methods of predicting demand. Situation analysis. Portfolio analysis. Market analysis and forces of a competitive environment. Market segmentation: features and a process of segmentation. Alternative strategies. Market/product development strategy. Strategies of vertical connections. Product policy: type of a product, product features, creating a new product. Distribution policy: functions and an election of distribution canals, types of distribution, physical distribution. Promotion policy: economic propaganda, personal sales, sales improvement, public relations. Product/service characteristics, presentation, development of social networks.					
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					

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	Assignments (teamwork)	Presentation with a written check	Threshold	Max
Outcome 1	12 %	/	2 %	2 %	8 %	16 %
Outcome 2	14 %	/	2 %	2 %	9 %	18 %
Outcome 3	7 %	7 %	4 %	4 %	11 %	22 %
Outcome 4	/	14 %	4 %	4 %	11 %	22 %
Outcome 5	/	14 %	4 %	4 %	11 %	22 %
Percentage of ECTS	1,32	1,4	0,64	0,64	-	-
Total	33 %	35 %	16 %	16%	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	13 %	3 %	16 %
Outcome 2	15 %	3 %	18 %
Outcome 3	19 %	3 %	22 %
Outcome 4	19 %	3 %	22 %
Outcome 5	19 %	3 %	22 %
Percentage of ECTS	3,4	0,6	
Total	85 %	15 %	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. Grbac, B.: Načela marketinga, EFRI, Rijeka, 2007.

Additional literature

1. Grbac, B., Lončarić, D.: „Ponašanje potrošača na tržištu krajnje i poslovne potrošnje”, EFRI, Rijeka, 2010.
2. Poslovni slučajevi iz prakse

