

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing of beverages				
Head of course	Assistant Professor, PhD Kristina Bršćić				
Study programme	Professional undergraduate study Winemaking				
Status of a course	Elective				
Year of study	2.	Semester	III	ECTS credits	3
Teaching plan (L + E + S+ Pr)	2+1+0+0				
Goals of a course					
Introduce students to the basics of marketing and the possibilities of using marketing tools in business.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 9: Finalize the wine by selecting the appropriate equipment and packaging and bottling the wine. Outcome 10: Apply basic technologies in the production of sparkling wine, liqueur wine and dessert wine by selecting the appropriate equipment and packaging for the production, processing and finalization of these wines. Outcome 12: Use the legislation (Act and Regulations on wine).					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Distinguish and describe business concepts 2. Explain the key components of a marketing concept 3. Explain the elements of a marketing plan 4. Analyse and interpret market data available from secondary data sources 5. Interpret the application of the marketing mix 6. Conduct and interpret simpler research tasks in the field of beverage marketing. 					
Content of a course					
Term and definition of marketing. Marketing functions. Marketing concept as a company policy. Analysis of consumers' market and consumers' behaviour. Analysis of competitors. Identification of market segments and selection of target markets. Management of products during their life cycles. Establishment of marketing plan, stages of planning. Analysis of situations, analysis of chances and risks, analysis of advantages and disadvantages, setting of measures. Development of strategies, term and types of marketing strategies, process of strategy marketing. Creation of strategies of communication and promotion mix. Channels of distribution. Creation of programmes of direct marketing, selling improvement and public relations.					
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					
The student's obligations are active participation in teaching, participation in team work, preparation and presentation of seminar work, and demonstration of knowledge through a written examination, midterm and / or final exam.					
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	Home assignment	Threshold	Max
Outcome 1	10	/	/	/	5	10
Outcome 2	20	/	/	2	10	22
Outcome 3	/	10	15	/	10	25
Outcome 4	/	10	/	3	5	13
Outcome 5	/	20	/	/	10	20
Outcome 6	/	5	/	5	10	10
Percentage of ECTS	1	1	0,5	0,5	-	-
Total	30	45	15	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	Threshold	Max
Outcome 1	5	/	2,5	5
Outcome 2	20	5	12,5	25
Outcome 3	15	5	10	20
Outcome 4	10	5	7,5	15
Outcome 5	20	5	12,5	25
Outcome 6	5	5	5	10
Percentage of ECTS	2,5	0,5	-	-
Total	75 %	25 %	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

1. Meler, M, Horvat Đ. (2018) Marketing vina, u teoriji i primjeni, Edukator d. o. o., Zagreb

Additional literature

2. Philip Kotler, Kevin Lane Kelle, Maja Martinović (2014) Upravljanje marketingom, 14. izdanje, MATE d.o.o. Zagreb
3. Grbac Bruno: Osvajanje ciljnog tržišta, Ekonomski fakultet Rijeka, 2005
4. Grbac Bruno: Izazovi međunarodnog tržišta, Ekonomski fakultet Rijeka, Promarket, 2009
5. Hall C. M., Mitchell R.: Wine Marketing: A Practical Guide, Butterworth-Heinemann, 2008
6. Ivanković, M., Kolega, A. (2016). Marketing vina, Sveučilište u Mostaru

