

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Marketing Management			
Head of course	PhD Davor Širola, Senior Lecturer			
Study programme	Specialist professional graduate study Entrepreneurship			
Status of a course	Obligatory			
Year of study	1.	Semester	II.	ECTS credits
Teaching plan (L + E + S+ Pr)	2+2+0+0			
Goals of a course				
Properly apply concrete market research methods by examining elements of the marketing mix, demand and environment characteristics, and profiling consumer segments. Create an appropriate business model and sustainable marketing plan. Analyze consumer and competitor behaviour in a simulated market and choose the right marketing tactics				
Conditions for enrolling course				
No conditions				
Learning outcomes on a level of a study programme which includes course				
Outcome 3: Apply management and marketing tools in managing business processes. Outcome 4: Suggest possible responses to changes in the business environment. Outcome 5: Monitor and analyse market needs and trends and propose an appropriate business model. Outcome 6: Apply methodology for planning and controlling the implementation of various plans. Outcome 9: Apply methodology of professional and scientific research work in various business situations. Outcome 14: Identify and evaluate different business risks and propose ways to manage risks.				
Expected learning outcomes on a level of a course				
1. Evaluate relevant market information 2. Analyse the existing macro and micro environment and identify current trends and competitive positions 3. Distinguish market segments and analyse consumer profiles 4. Create an appropriate business model and marketing plan for a product or service 5. Select key marketing tactics for a virtual product or service				
Content of a course				
Role of marketing in the company's activities. Capturing markets by market oriented strategic planning. Analyzing marketing opportunities. Managing marketing information and measuring market demand. Scanning marketing environment. Competitiveness. Developing marketing strategies. Planning marketing programs. Managing marketing efforts. Organizing, implementing, evaluating and controlling marketing activities				
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				
Prerequisite for passing the exam is preparation (individual or team) and individual oral presentation of seminar work based on guidelines given by teacher and individually selected activity, product or service.				
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	Marketing Simulation	Assignment	Threshold	Max
Outcome 1	20%		2%	2%	3%	13,5%	27%
Outcome 2	4%		5%	1%		5%	10%
Outcome 3	4%	6%	4%	5%	2%	10,5%	21%
Outcome 4		12%	5%	1%		9%	18%
Outcome 5		10%	7%	5%	2%	12%	24%
Percentage of ECTS	1,4	1,4	1,15	0,7	0,35		5
Total	28%	28%	23%	14%	7%	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	34%	0,4%	17,2%	34,4%
Outcome 2	7%	1,1%	4,05%	8,1%
Outcome 3	17%	0,9%	8,95%	17,9%
Outcome 4	20%	1,1%	10,55%	21,1%
Outcome 5	17%	1,5%	9,25%	18,5%
Percentage of ECTS	4,75	0,25		
Total	95%	5%	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. Kotler, P. i Keller, L.K.: Upravljanje marketingom, 12. izdanje, Mate, Zagreb, 2008. (+Kotler, P., Keller, L.K.: Marketing management, 14. izdanje, Pearson Ed.)
2. Teachers' lectures and exercises are delivered via e-mail (before the exercises)

Additional literature

1. McDonald, M.: Marketinški planovi (kako ih pripremati, kako ih koristiti), Masmedia, Zagreb, 2004.
2. Marušić, M.: Plan marketinga, Adeco, Zagreb, 2006.

