

DESCRIPTION OF A STUDY COURSE – SYLLABUS

DESCRIPTION OF STUDY COURSE OFFERED					
Title of a course	Marketing in Transport				
Head of course	MSc Marino Golob, Senior Lecturer				
Study programme	Specialist professional graduate study Transport				
Status of a course	Obligatory				
Year of study	1.	Semester	I	ECTS credits	6
Teaching plan (L + E + S+ Pr)	2L+1S				
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 3: Apply economic solutions to transport systems while respecting the fundamental financial, marketing, ethical, management and other economic principles. Outcome 10: Apply quality standards to the process of the development of road/ railroad transport systems. Outcome 12: Manage organizational systems in road/ railroad transport. Outcome 13: Manage communication and collaboration processes in different social groups in the field of transport.					
Expected learning outcomes on a level of a course					
1. Recommend, 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 transport. 2. Assess changes in the micro and macro marketing environment and evaluate their impact on specific business entities. 3. Based on market research, independently and/or in a group, recommend marketing mix of production, price, distribution and promotion approach in the performance of a specific company from the field of transport. 4. Communicate to associates your conclusions, knowledge and arguments on different options for solving problems in the field of marketing in transport, and suggest the most favourable option from the point of view of the observed entity. 5. Demonstrate knowledge of the importance of socially responsible behaviour of business entities for the safety and satisfaction of transport participants.					
Content of a course					
Conception of marketing, basic terms and definition of marketing. Concept of transport, its types and features. Application of marketing to various branches of transport. Roles of marketing in transport. Notion and dimensions of market and special features of transport services market. Positioning towards customers in transport services market. Human factor as a basic success factor in dealing with customers. Strategic analysis of transport enterprises. Management of the marketing process and marketing planning. Marketing mix in transport enterprises. Marketing information systems and marketing research. Market research and transport services research. Methods and techniques of transport services market research. Analysis of marketing environment. Product policy in transport enterprises. Product. Product life cycle. Distribution policy in transport enterprises. Functions and choice of distribution channels. Pricing policy peculiarities in transport enterprises. Factor influencing the price formation. Promotion policy in transport enterprises. Aims and elements of promotion.					
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 checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work		

	<input type="checkbox"/> field classes	<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					
1. Grbac, B.: „Stvaranje i razmjena vrijedosti“, EFRI, Rijeka, 2012.					

Additional literature
1. Business cases from practice

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