

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Basics of Marketing				
Head of course	Assistant Professor, PhD Sanja Zambelli Assistant Martin Golob, Lecturer				
Study programme	Professional undergraduate study Telematics				
Status of a course	Obligatory				
Year of study	1.	Semester	II	ECTS credits	4
Teaching plan (L + E + S+ Pr)	L+S				
Goals of a course					
The aim of the course is to introduce and familiarize students with the basic concepts and principles of marketing, and through seminar work and case studies to prepare students for the practical application of these principles.					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 14: Apply methods of organizing business systems and marketing of products and services in the context of entrepreneurship in telematics. Outcome 15: Participate in teamwork and independently present professional content in written and spoken form in Croatian and English.					
Expected learning outcomes on a level of a course					
<ol style="list-style-type: none"> 1. Explain the basic concepts in marketing, and describe the process of emergence and development of marketing and its role in contemporary business operations. 2. Analyse the main factors of the micro and macro marketing environment and their influence on the market business operations, that is, the marketing concept of a business entity. 3. Describe the process of market research, and list and explain research methods and techniques. 4. Analyse concepts and insights about consumer behaviour with the aim of implementing a business entity's marketing strategy. 5. Based on the offered practical example, analyse the problem, suggest and substantiate possible solutions to the problem. 6. Analyse and compare market characteristics of a product/service, distribution, pricing and promotions. 					
Content of a course					
Conception of marketing, basic concepts, evolution of conception. Levels of marketing application. Marketing environment; external and internal environment. Market research process. Marketing information systems. Consumers' behaviour; characteristics of consumers' behaviour. Market segmentation, forecasting and positioning. Product policy. Price policy (expenses calculation, coverage calculation, controlling). Distribution and logistics. Promotion policy. Sales management. Organizing of 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					
Seminar and its presentation in class					
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	Short test	Seminar work	Case study	Threshold	Max
Outcome 1	15%		5%			10%	20%
Outcome 2	15%		5%			10%	20%
Outcome 3		15%	5%			10%	20%
Outcome 4		15%	5%			10%	20%
Outcome 5					10%	5%	10%
Outcome 6				10%		5%	10%
Percentage of ECTS	1,2	1,2	0,8	0,4	0,4	2	4
Total	30%	30%	20%	10%	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	Max
Outcome 1	15	5	20
Outcome 2	15	5	20
Outcome 3	15	5	20
Outcome 4	15	5	20
Outcome 5	8	2	10
Outcome 6	8	2	10
Percentage of ECTS	3,04	0,96	4
Total	76%	24%	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. Bruno Grbac, Stvaranje i razmjena vrijednosti, EFRI, 2012

Additional literature

1. Kotler, P., Upravljanje marketingom, Analiza, planiranje primjena i kontrola, Informator, Zagreb, 1999.

