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| **Study programme:** | **Professional Undergraduate Study Programme *Agriculture***  Specific field of study: Management in agriculture | |
| **Course:** | **MARKETING** | |
| **Course code:** 273292  **Course status**: compulsory | **Semester:** **IV** | **ECTS credits: 4.5** |
| **Course holder:** | **Silvije Jerčinović,** Ph.D., professor of professional studies | |
| **Modes of delivery:** | **Number of hours** | |
| Lectures | 15 | |
| Exercises | 15 | |
| Seminars | 15 | |
| Practical training | 23 | |

**COURSE OBJECTIVES:** To provide students with knowledge about the concept of marketing as an important business management discipline, marketing strategy and marketing communication.

**COURSE CONTENT**

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|  | **Course unit** | **Modes of delivery** | | | **Places of delivery** |
| **L** | **E** | **S** |
| 1. | Basic concepts and theory of marketing - concept, meaning, different business orientations, origin of marketing - human needs and desires, Maslow's theory of needs, product essence, product value, exchange and market, marketing and different states of demand. | 2 |  |  | Lecture hall |
| 2. | Marketing techniques - market segmentation, target market determination, product differentiation, promotion, customer understanding, research and creation. | 2 |  |  | Lecture hall |
| 3. | Determination of seminar topics in the field of marketing. Presentation of tasks from the subject "Marketing".  Determination of literature and data sources that will be used in the performance of exercises and seminars. |  |  | 5 | Lecture hall |
| 4. | Simulation of a marketing plan for a food product, from segmentation to proposing a marketing strategy for the market appearance of a small or medium-sized agri-food company. |  | 1 |  | Lecture hall |
| 5. | Product and service, classification of products and services, market characteristics of products and services, product life cycle. | 1 |  |  | Lecture hall |
| 6. | Promotion, promotional mix, integrated marketing communication, communication process, promotion management, advertising, sales promotion, personal selling, direct marketing, internet promotion. | 1 |  |  | Lecture hall |
| 7. | Creating a communication plan; work in groups - (creating a brand, logo colours, designing a promotional message and slogan) for a chosen growth strategy on the example of an "Agricultural Company". |  | 1 |  | Lecture hall |
| 8. | Price - factors affecting price formation, pricing policy, methods and pricing tactics. | 2 |  |  | Lecture hall |
|  | 1st colloquium – knowledge test |  | 1 |  | Lecture hall |
| 9. | Creating a SWOT analysis of "Marketing of food products". |  | 1 |  | Lecture hall |
| 10. | Distribution channels - channel functions, number of intermediaries and marketing systems), emphasis on direct sales. | 1 |  |  | Lecture hall |
| 11. | Sales promotion. Sales promotion planning, sales with prim, promotional strategies, personal selling. | 1 |  |  | Lecture hall |
| 12. | Project task of a group of students: Researching the needs, desires, intentions and preferences of consumers.  Presentation of research results. |  | 2 |  | Lecture hall |
| 13. | Planning, control and organization of marketing activities. Marketing information systems. | 1 |  |  | Lecture hall |
| 14. | Marketing strategies. Strategic marketing management, the process of shaping a marketing strategy.  Marketing organization, external and internal. | 1 |  |  | Lecture hall |
| 15. | Creating a marketing strategy - project task of a group of students. |  | 2 |  | Lecture hall |
| 16. | Special areas of marketing, agricultural marketing, food marketing, marketing of ecological products. | 1 |  |  | Lecture hall |
| 17. | Independent presentation of the seminar by the students according to the selected topic in the field of management in agriculture. Discussion. |  |  | 5 | Lecture hall |
| 18. | Social responsibility of marketing, responsibility towards the social community, responsibility towards nature, green marketing, sustainable marketing. | 2 |  |  | Lecture hall |
| 19. | Field trip - includes visits to examples of good practice in the field of marketing management in the domain of small and medium-sized enterprises in the food production/processing sector. |  | 2 |  | Outside the University |
|  | 2nd colloquium – knowledge test |  | 1 |  | Lecture hall |
| **In total** | | **15** | **15** | **15** | **45** |
| PT | CREATION OF INTEGRATED PROJECT ASSIGNMENT - groups of students - marketing plan. Students solve an integrated project assignment from the subject Marketing and the subject Cultivation of vegetables, i.e. Cultivation of industrial plants within the professional practice of all three subjects. Students are required to make a marketing plan for a product based on one of the cultures studied in the subjects Vegetable cultivation and Industrial plant cultivation. | **23** | | | Lecture hall and  outside the University |

**L=Lectures, E=Exercises, S=Seminars, PT=Practical training**

**Learning outcomes (LO)**

LO 1. Define and explain basic terms in the field of marketing.

LO 2. Choose the ideal promotional mix option for the purpose of promoting agricultural products.

LO 3. Anticipate different promotional options and elements of the promotional mix.

LO 4. Evaluate the critical points in the marketing plan of an agricultural enterprise.

LO 5. Create a marketing strategy for specific areas of marketing such as food marketing or marketing of ecological products.

LO 6. Determine the principles of marketing planning and elements of marketing strategy using examples of good practice in real conditions.

Course holder:

Silvije Jerčinović, Ph.D., professor of professional studies

Križevci, July 2024