NAME OF THE COL	JRSE	Marketing							
Code	ECA10	ECA102		Year of study		2			
Course teacher		Assoc.prof. Mario Pepur Goran Dedić, PhD		Credits (ECTS)		6			
Associate teachers		·		Type of instruction (number of hours)		L 26	S	E 26	F
Status of the course	Compulsory		Percentage of application of e-learning		25%				
	•	COURSE				•			
Course objectives		urse objective is to ir , and to enable stude		•		_			
Course enrolment requirements and entry competences required for the course									
Learning outcomes	To app	ng outcome of the co ly marketing approad al action as well.		ysing an	d planniı	ng, domi	inantly in	busine	ess, bu
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	Marketing mix – service and price policy			,	Discussion – dilemmas on competitors analysis		2
	Marketing mix – distribution policy				3.assignment submission - Presentation (I part)		2
	Marketing mix – promotion policy			2	Presentat Instructior – Marketii	2	
	Marketing strategy – determinants and components			2	Discussio marketing	2	
	Marketing strategy - types			2	4.assignmPresenta	2	
	Final consideration and conclusion.			2	Presentat	2	
Format of instruction	□ lectures □ seminars and workshops □ exercises □ on line in entirety □ partial e-learning □ field work			 □ independent assignments □ multimedia □ laboratory □ work with mentor □ practitioner lecture 			
Student responsibilities	To attain a signature student must: - actively participate in classes, with min 50% recorded attendance and - successfully write/present four project assignments.						
Screening student work (name the	Class attendance	1,3	Researc	ch	Practical training		
proportion of ECTS credits for each	Experimental work		Report			(Other)	
activity so that the total number of	Essay		Semina			(Other)	
ECTS credits is	Tests*	2,6*	Oral exa	am		(Other)	
equal to the ECTS value of the course)	(Written exam*)	(2,6*)	Projects	3	2,1	(Other)	
Grading and evaluating student work in class and at the final exam	The final grade (max 100 points or 100%) will be formed as follows: 1. Two midterm exams* max 30 points/% each, or written exam* with max 60 points/% of final grade: - student must pass midterm exam 1 (with sufficient number of points/%) in order to approach midterm exam 2. If both midterm exams are passed, it is considered as student has passed written exam; - midterm exam/written exam consists of 3 questions (YES-NO and multiple responses) for each topic/teaching unit, which verifies all learning outcomes, i.e. course objective. - in order to pass midterm exam/written exam (besides point threshold), student must achieve >0 points on each topic/teaching unit; - point thresholds for midterm tests/written exam are: 0-23 insufficient (1) 24-32 sufficient (2) 33-41 good (3) 42-50 very good (4) 51-60 excellent (5) 2. Four project assignments of max 40 points/% of final grade: - projects are team assignments where teacher determines number of team members (3-5) depending on total number of students at course;						

	- in project assignments (presented at exercises), students must analyse external environment (macro, customers and competitors) and marketing strategy of chosen business case, which verifies course objective and four of five learning outcomes. - point threshold for project assignments is: 0-15 insufficient (1) 16-21 sufficient (2) 22-27 good (3) 28-33 very good (4) 34-40 excellent (5) Oral exam is optional, if student want to achieve higher total grade. Oral exam is group exam with group confrontation and argumentation, which verifies all learning outcomes.					
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media			
	Previšić, J., Ozretić Došen, Đ.: Marketing, Adverta, Zagreb, 2007. (2001; 2006.)	19 (+6+10)				
	Dragnić, D.: lectures and teaching materials		https://moodle. efst.hr			
Optional literature (at the time of submission of study programme proposal)	Kotler, P., Keller, K., Martinović, M.: Upravljanje marketingom, 14. izdanje, Mate, 2014 Kotler, P.: Osnove marketinga, Mate, 2006.					
Quality assurance methods that ensure the acquisition of exit competences	 Monitoring the attendance and execution of other student obligations (teacher) Teaching Supervision (Vice dean) Analysis of the success of studies in all subject studies (Vice dean) Student Survey on the Quality of Teachers and Teaching for Each Subject Study (UNIST, Centre for Quality Improvement) The examination conducted by the subject teacher examines all learning outcomes of the subject. Periodic examination of the content of the exam is conducted on the basis of which the appropriateness of the method of checking the learning outcomes (Vice dean) 					
Other (as the proposer wishes to add)						