

NAME OF THE COURSE		Marketing of Projects					
Code	ECS404	Year of study	1				
Course teacher	Doc.dr.sc. Daša Dragnić Doc.dr.sc. Ljiljana Najev Čačija	Credits (ECTS)	6				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Compulsory	Percentage of application of e-learning	25%				
COURSE DESCRIPTION							
Course objectives	The course objective is to enable students for independent consideration, planning and implementation of marketing in profit and non-profit sector projects.						
Course enrolment requirements and entry competences required for the course	Basic knowledge of marketing and project management, i.e. specifics of project functioning.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcome of the course: To choose and support optimal marketing strategy/activity option by assessing the changing environment and taking into consideration profit and non-profit projects specifics.						
	Individual Learning Outcomes: 1. Identify project approach specifics in various areas of the profit and non-profit sector. 2. Distinguish the impact of internal and external environment, using scientific and professional tools. 3. Review the selection of appropriate targeted segments of customers, beneficiaries and donors for different projects. 4. Justify the choice of marketing strategy/activity in relation to the selected project stakeholders' segments. 5. Evaluate projects'/marketing activities, their direct and indirect, positive and negative outcomes.						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises				
	Topic	Hours	Topic	Hours			
	Introduction to the subject (basic concepts: project, profit and non-profit sectors, marketing), content and methodology.	2	Team work basics	2			
	Marketing of projects in profit sector: 1.1. Analysis of internal factors (MOF and RECOIL analysis).	2	Discussion – examples of MOF and RECoIL	2			
	1.2. Analysis of external factors - suppliers and partners, customers, competition, PESTE	2	Discussion – examples of external factors' analysis Instructions for 1 st assign.	2			
	Presentation of 1 st assignment	2	Presentation of 1 st assign.	2			
	1.3. SWOT analysis – importance and intensity index, strategy efficacy, efficiency and risk assessment	2	1.4. Defining marketing strategy – types; targeting and positioning	2			

	1.5. Defining marketing mix (4P and 7P)	2	Discussion – examples of targeting and marketing mix adjustments	2		
	1.6. Sales projection, budgeting, operational plan definition, performance and control	2	Instructions for 2 nd assignment	2		
	Presentation of 2 nd assignment	2	Presentation of 2 nd assign.	2		
	Marketing of projects in non-profit sector: 2.1. Specifics of non-profit and public organizations and projects 2.2. Key stakeholders target segments (beneficiaries, donors) differentiation and positioning	2	Non-profit sector, projects and project cycle - examples	2		
	2.3. Defining marketing mix (product, price, distribution and promotion) for beneficiaries and donors	2	Discussion – examples of marketing mix for beneficiaries and donors Instructions for assignment	2		
	2.4. Internal and external monitoring and evaluation/reporting	2	Discussion – marketing of non-profit project case	2		
	2.5. Selected topics (alternatives of fund raising and public communication)	2	Discussion	2		
	Presentation of assignment	2	Presentation of assignment	2		
Format of instruction	<input type="checkbox"/> <u>lectures</u> <input type="checkbox"/> seminars and workshops <input type="checkbox"/> <u>exercises</u> <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> <u>independent assignments</u> <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> <u>work with mentor</u> <input type="checkbox"/> practitioner lecture			
Student responsibilities	To attain a signature student must: - actively participate in classes, with min 50% recorded attendance and - successfully write/present three project assignments.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1,3	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests*	2,2*	Oral exam		(Other)	
	(Written exam*)	(2,2*)	Projects	2,5	(Other)	
Grading and evaluating student work in class and at the final exam	The final grade (max 100 points or 100%) will be formed from two units (marketing of profit and non-profit projects) grades, whereby each unit values 50 points or 50% of final grade. The unit grade will be formed as follows: 1. Unit (profit) - two project assignment max 25 points or 25% of final grade each; project are team assignments where teacher determines number of team members (3-5) depending of total number of students at course; in project assignments (presented at exercises): 1 st assignment consists of analysis of environment on business case, which verifies course objective and two of five learning outcomes. 2 nd assignment consists of strategic and tactical marketing elements of a business case project, which verifies course objective and three of five learning outcomes.					

	<p>2. unit (non-profit):</p> <ul style="list-style-type: none"> - midterm exam*, or 2. part of written exam* with max 25 points or 25% of final grade (If student passes midterm exam it is considered as student has passed that part of written exam); midterm exam/written exam consists of open theoretical questions (assessing the knowledge of concepts, their boundaries and relationship related to non-profit marketing of projects), which verifies course objective and four of five learning outcomes; in order to pass midterm exam/written exam (besides point threshold), student must achieve >0 points on each question; - project assignment max 25 points or 25% of final grade; project is team assignments where teacher determines number of team members (3-5) depending of total number of students at course; in project assignments (presented at exercises), strategic and tactical marketing elements of a non-profit sector organization project are being developed, which verifies course objective and three of five learning outcomes. <p>Point threshold for each midterm/part of written exam and assignment is:</p> <p>0-9 insufficient (1) 10-13 sufficient (2) 14-17 good (3) 18-21 very good (4) 22-25 excellent (5)</p> <p>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.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Kotler, P., Keller, K.: Upravljanje marketingom, Mate, 2008. (i Kotler, P.: Upravljanje marketingom: Analiza, planiranje, primjena i kontrola, Mate, 2001.)	15 (+9)	
	Alfirević, N., Pavičić, J., Najev Čačija, Lj., Mihanović, Z.: Osnove marketinga i menadžmenta neprofitnih organizacija, Školska knjiga, 2013.	6	
	Dragnić, D., Najev Čačija, Lj.: lectures and teaching materials		https://moodle.efst.hr
	Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2019). <i>Marketing Management: 4th European Edition</i> . Pearson UK.		
Optional literature	<p>Ferrell, O.C., Hartline, M., & Hochstein, B.W. (2022). <i>Marketing strategy, text and cases</i>, eight edition, Cengage learning, Inc., Boston, USA</p> <p>Turner, J. R., Lecoivre, L., Sankaran, S., & Er, M. (2019). Marketing for the project: project marketing by the contractor. <i>International Journal of Managing Projects in Business</i>.</p> <p>Basil, D.Z., Diaz-Meneses, G., & Basil, M.D. (2019). Social marketing in action: Cases from around the world, Springer texts in business and economics, Springer Nature, Switzerland.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • 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) 		

	<ul style="list-style-type: none"> 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)	