ERASMUS+
EU programme for education, training, youth and sport

Incoming student mobility

Name of UNIOS University Unit:

COURSES OFFERED IN FOREIGN LANGUAGE
FOR ERASMUS+ INDIVIDUAL INCOMING STUDENTS

Department or Chair within the UNIOS Unit	Department for Organization, Technology and Menagment

Study program	University graduate study program

Study level (bachelor/master)	master

Course title	Marketing
Course code (ISVU)	21107
Language of instruction	English
Course content	Introduction to marketing. Analysis of the environment of construction companies. Marketing organization and planning with an emphasis on SWOT method. Market research with the aim of market segmentation, target market identification and market positioning. Analysis elements of the marketing mix – product, price, promotion, distribution (i.e. in construction business locations). Marketing strategy with emphasis on portfolio analysis of construction business (BCG matrix). Marketing on the international market. E-marketing. Negotiation strategies.
Prerequisites for enrolment (if any)	None
Learning outcomes	1. to define the elements of the marketing mix. 2. to predict the differences between the business consumption market and the end consumption market. 3. to research the market and apply the results obtained for the purpose of market segmentation, target market determination and market positioning. 4. to analyze Porter's elements of competitiveness and generic competitiveness strategies. 5. to implement a marketing strategy. 6. to apply different models of strategic planning: SWOT analysis, BCG matrix. 7. to use different methods of electronic business and promotion.

Basic Literature	1. Professor's lectures 2. Kotler, P., Keller, K.L., Martinović, M: Upravljanje marketingom, Mate, Zagreb, 2014. 3. Kotler, P.: Upravljanje marketingom, Informator, Zagreb, 1994. 4. Marušić, M.; Vranešević, T.: Istraživanje tržišta, ADECO, Zagreb, 2001. 5. Lacković, Z.: Marketing u građevinarstvu, Građevinski fakultet, Osijek, 2005.
Additional Literature	1. Medanić, B.: Management u građevinarstvu, Građevinski fakultet, Osijek, 1996. 2. Kesić, T.: Integrirana marketinška komunikacija, Opinio, Zagreb, 2003 3. Ružić, D., Biloš, A., Turkalj, D.: E-marketing. Ekonomski fakultet Osijek, 2014
Form of teaching	lectures, seminars and workshops
Form of assessment	colloquiums, seminars and awarded activities
Number of ECTS	5
Class hours per week	2 (lectures) + 2 (practical work)
Period of realization (summer/winter semester)	Winter semester
Teacher(s) + Email address	Ivana Sandrk Nukic, isandrknukic@gfos.hr
Assistant(s) + Email address(es)	-