

COURSE PLAN

Course title	Principles of Marketing
Aims of the course	<p>The main goal of the course is to educate students to master the concept and logic of marketing, both with theoretical and aspect of practical application, in the conditions of modern market economy. The intention is to make students familiar with the principles of modern marketing and to make them understand its role in the time of the global economy. Therefore, in addition to explaining the essence of the marketing concept, i.e. the role of marketing in the modern age, the discipline includes the analysis of current marketing trends, market analysis through segmentation, targeting and positioning, analysis of marketing research and consumer behavior, as well as the creation of a marketing mix in modern business conditions. Additionally, by studying this subject, students will acquire skills related to the creation of a marketing strategy in modern conditions. Besides of that, students have the opportunity to learn about the special application of marketing, i.e. modern marketing concepts. The ultimate goal is to make students master the principles, logic and skills of marketing, i.e. to enable students to, based on the acquired knowledge and skills, apply a long-term sustainable orientation towards consumers in organizations.</p>
Learning outcomes	<p>After the student passes this exam, he/she will be able to:</p> <ul style="list-style-type: none"> ▪ Understand the role of the marketing concept in the modern business environment; ▪ Explain modern changes in marketing; ▪ Analyze the impact of the micro and macro environment on marketing decision-making; ▪ Understand and plan marketing research activities; ▪ Explain the key factors that determine consumer behavior; ▪ Explain the elements of marketing mix; ▪ Indicate the importance of brand identity elements.
List of topics/name of the lecturer (including visiting lecturers and experts where applicable)	
Week I	Marketing Concept / Defining Marketing and the Marketing Process
Week II	The New Era of Marketing / Sustainable Marketing: Social Responsibility and Ethics

Week III	Segmentation, Targeting, and Positioning / Customer Value–Driven Marketing Strategy: Creating Value for Target Customers
Week IV	Analyzing the Marketing Environment
Week V	Marketing Research / Managing Marketing Information to Gain Customer Insights
Week VI	Consumer Markets and Buyer Behavior; Business Markets and Business Buyer Behavior
Week VII	Marketing Mix / Products, Services, and Brands: Building Customer Value
Week VIII	Developing New Products and Managing the Product Life Cycle
Week IX	Price / Pricing: Understanding and Capturing Customer Value and Pricing Strategies
Week X	Marketing Channels: Delivering Customer Value
Week XI	Promotion / Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy
Week XII	Advertising and Public Relations; Personal Selling and Sales Promotion; Direct, Online, Social Media, and Mobile Marketing
Week XIII	International Marketing / The Global Marketplace
Week XIV	Brand Management / Branding Strategy: Building Strong Brands
Week XV	Marketing Trends / The best cases from domestic and international business practice - case study analysis.
Mandatory readings	<ul style="list-style-type: none"> • Philip Kotler & Gary Armstrong, (2021), <i>Principles of marketing</i>, selected chapters, Pearson. • Philip Kotler and Kevin Lane Keller, (2021), <i>Marketing Management</i>, selected chapters, Pearson. • Material from lectures (authorized lectures) - selected parts of contemporary literature in the field of marketing.
Semestral assessment	<p>The assessment rules of the course are aligned with the Rules of study at the undergraduate level prescribed by the University of Montenegro (see more on www.ucg.ac.me).</p> <p>Assessment structure is formed on the basis of the following elements:</p> <ol style="list-style-type: none"> 1. Colloquium (40 points) 2. Activity (20 points) 3. Final exam (40 points) <p style="text-align: center;">Total 100 points</p> <p>In order to pass the exam, the student needs to cumulatively collect a minimum of 50 points through the offered forms of activity.</p>

List of lecturers (academic)	Professors: PhD Boban Melović, Full professor, Faculty of Economics Podgorica PhD Zoran Krupka, Full professor, Faculty of Economics Zagreb Teaching Assistant: PhD Sunčica Vuković / Milica Damjanović
Name of the course coordinator	PhD Boban Melović, Full professor
List of visiting lecturers (experts), (where applicable)	MSc Ivana Gazivoda, CEO, MyTurn MSc Arton Gjokaj, Managing director myWorld Montenegro, myWorld Albania & myWorld Kosovo MSc Nemanja Đurašković, Director of the Marketing and Communications Department, CKB Bank *Note: Possible inclusion of additional guest lecturers