

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course leader	Ph.D. Željka Zavišić	
Name of the course	Fundamentals of Marketing	
Study program	Professional Short Study Entrepreneurship	
Course status	Compulsory	
Year	First year	
Point value and method of teaching	ECTS student load coefficient	6
	Number of hours (L+E+S)	(30+30+0)

DESCRIPTION OF THE COLLEGE
1.1. Objectives of the college
<p><i>The aim of this course is to develop students' ability to analyze products and services from a marketing perspective in a well-argued manner and to propose marketing activities for a particular product or service themselves.</i></p> <p><i>Students will become familiar with marketing tools and techniques that will help them gradually master and create new materials on their own with a special emphasis on creating socially responsible marketing campaigns.</i></p> <p><i>Additionally, the course seeks to familiarize students with the specificities of marketing strategies in small businesses.</i></p>
1.2. Conditions for course enrollment
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1.3. Expected learning outcomes for the course
<p>Students should be able to:</p> <ol style="list-style-type: none"> 1. Evaluate the elements of the marketing mix and the fundamental principles of marketing concept. 2. Compare alternative ways to adapt to market changes. 3. Understand the basic principles of marketing and apply them in a business environment, including the development and implementation of socially responsible marketing campaigns. 4. Assess the impact of the market on company operations. 5. Plan marketing activities. 6. Recommend strategies for specific marketing issues.

1.4. Course content							
<p>The material is processed through topics aligned with the learning outcomes, which are listed below:</p> <ol style="list-style-type: none"> 1. Introduction to marketing 2. Market research 3. Marketing mix 4P (7P) 4. Marketing services 5. Introducing a new product 6. Product branding 7. Advertising and creation of socially responsible marketing campaigns. 8. Marketing communication 9. Peculiarities of digital marketing 10. Marketing control 							
1.5. Types of teaching				<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance education <input type="checkbox"/> field work	<input checked="" type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> the rest <hr/> –		
1.6. Obligations of students							
<p>Students' obligations are detailed in the Statute, Study Regulations, and Student Obligations Guidelines. Key student obligations include:</p> <p>CLASS ATTENDANC: Students are required to attend classes, actively participate in lectures and exercises, and engage constructively in discussions. To gain the right to sit for the exam, students must attend a minimum percentage of classes as prescribed by the Study Regulations. Attendance for each student is recorded through the digital system Infoeduka. The minimum attendance requirements are as follows:</p> <ul style="list-style-type: none"> • Regular students must attend at least 70% of the total class hours to be eligible for the signature. • Part-time students must attend at least 50% of the total class hours to be eligible for the signature. <p>EXAM REQUIREMENT: To achieve a passing grade in the course, students must accumulate at least 54 points in total and at least 50% of the total points for each individual learning outcome. A detailed description of the exam process can be found in the section Assessment and Evaluation of Student Work During Classes and on the Final Exam.</p> <p>CLASS ACTIVITY: Class activity includes participation in discussions, group work, actively responding to questions, and solving practical examples from real-life scenarios.</p> <p>PRACTICAL WORK - Students are required to write and present a marketing plan based on a chosen example from the market.</p>							
1.7. Monitoring of students' work (add X next to the appropriate form of monitoring)							
Class attendance	X	Class activity	X	Seminar work		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Project		Continuous verification of knowledge	X	Report		Practical work	x
Portfolio							

1.8. Assessment and evaluation of student work during classes and at the final exam

Assessment and evaluation of students' work during classes and at the final exam is carried out based on the Study Regulations of the EFFECTUS University.

To improve students' progress in classes, lectures, exercises, continuous testing of knowledge (interim exams and activity in classes), practical work and exams are conducted. In this way, students adopt smaller teaching units and master the course material easily.

Assessment Structure and Student Activities

The course evaluation consists of class attendance, midterm exams, class participation, practical work, and a final exam. The total ECTS credits are 6, and the maximum number of assessment points students can achieve is 100.

1. Class Attendance

- *ECTS Credits: 2*
- *Learning Outcomes: 1-6*
- *Student Activity: Participation in lectures and exercises*
- *Assessment Method: Attendance records*
- *Maximum Points: 0*

2. Midterm Exams

- *ECTS Credits: 2*
- *Learning Outcomes: 1-5*
- *Student Activity:*
 - *Midterm 1: Covers Learning Outcomes 1, 2, and 3*
 - *Midterm 2: Covers Learning Outcomes 4 and 5*
 - *Written exam with various question types (two essay-type questions per outcome and one problem-solving question where students propose an appropriate marketing strategy)*
- *Assessment Method: Evaluation of correct answers*
 - *Midterm 1: Maximum 45 points (15 points per outcome)*
 - *Midterm 2: Maximum 30 points (15 points per outcome)*
- *Total Possible Points: 75*

3. Class Participation

- *ECTS Credits: 0.5*
- *Learning Outcomes: 1-5*
- *Student Activity: Discussions, group work, active responses to questions, and solving practical case studies*
- *Assessment Method: Evaluation of participation*
 - *Maximum Points: 5*

4. Practical Work

- *ECTS Credits: 1.5*
- *Learning Outcome: 6*
- *Student Activity: Writing and presenting a marketing plan based on a selected market example*
- *Assessment Method: Evaluation of the marketing plan and presentation*
 - *Maximum Points: 20*

*5. Final Exam**

- *Learning Outcomes: 1-6*
- *Student Activity:*
 - *Participation in a written exam with various question types*

- Submission of the marketing plan
- Assessment Method: Evaluation of correct answers
- Total Possible Points: 0-95*

**FINAL EXAM - a student who, during the continuous assessment of knowledge, did not meet the requirements for passing the exam (achieved a total of at least 54 points in the course and met the lower point threshold for acceptance of each learning outcome, i.e. a minimum of 50% points for each learning outcome), can take the outcomes in the final exam learning subjects. On the final exam, it is possible to achieve a maximum of 95 points (100 – activity in class 5 points = 95 points). The student can get additional points on the Challenge learning outcome.*

The prerequisite for taking the final exam in the Marketing Basics course is the delivery of the marketing plan before the exam deadline.

NAME OF THE LEARNING OUTCOME	INTERMEDIATE EXAM/EXAM	CLASS ACTIVITY	TOTAL
OUTCOME 1	15	1	16
OUTCOME 2	15	1	16
OUTCOME 3	15	1	16
OUTCOME 4	15	1	16
OUTCOME 5	15	1	16
OUTCOME 6	0	0	20
TOTAL	75	5	100

ASSESSMENT:

To achieve a positive grade in the course, the student must cumulatively fulfill two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for acceptance of each individual learning outcome, which is 50% of the total points of the learning outcome.

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	GRADE
0,00 – 53,90	Unsufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90,00 i više	Excellent (5)

The assessment is carried out in a transparent way by collecting points. The subject is evaluated with 100.00 points (with the possibility of obtaining an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student through the Challenge learning outcome has the

opportunity to obtain an additional maximum of 8 points; the student independently chooses one of the activities proposed in the first lesson, and has the option of independently proposing an activity with which he wants to increase the number of points and, with the consent of the subject holder, achieves them according to the criteria of the subject. The points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is an additional number of points to the total number of points achieved according to the learning outcomes.

Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that he has attended the % of classes determined by the Study Regulations and that he has received an electronically coded permission to take the exam.

1.9. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course

Title	Number of copies	Number of students
• Vranešević, Tihomir; Došen Ozretić, Đurđana; Pavičić, Jurica; and other authors: <i>Osnove marketinga</i> , Zagreb, 2021.	50	50
Lecture materials		

1.10. Supplementary literature

- Kotler, Ph.; Armstrong, G.; Balasubramanian, D.; Agnihotri, P.: *Principles of Marketing*, 19th Edition - Pearson, 2023.

P. Kotler, K. L. Keller, M. Martinović: *Marketing management*, 14th edition. Zagreb, 2014.

1.11. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences

- Statistical processing and analysis of exam results (checking for Gaussian curve/normal distribution of success, comparing and tracking exam results across different cohorts, analyzing understanding of individual modules/questions on the exam, etc.),
- Conducting surveys among students,
- Evaluation and self-assessment of instructors,
- Achieved results and level of knowledge demonstrated during the preparation and defense of the final thesis (for students who choose a thesis in this subject),
- Analysis of quality center manager reports,
- Feedback from graduates on the usefulness of the content of this subject in their professional activities.