



EFFECTUS
University of Applied
Sciences

DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	dr.sc. Natalia Tutek	
The name of the college	Marketing Management and Its Use	
Study program	Professional Graduate Study - Business Management - MBA	
Status of the College	Mandatory	
Year	1 st Year	
Point value and method of teaching	ECTS coefficient of student workload	7
	Number of hours (P+V+S)	42+14

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
The aim of the course is to prepare students for specific business tasks that they will encounter in corporate governance and work in economic entities through education and active involvement of students in work. Special emphasis is placed on practical knowledge in marketing, especially in a complex competitive environment, as well as the practical application of the marketing mix. For these reasons, in the teaching of this subject, the emphasis is placed on practical work.
1.2. <i>Requirements for enrolment in the course</i>
Enrolled in professional graduate study
1.3. <i>Expected learning outcomes for the course</i>
Learning outcomes mean the knowledge, skills and competencies that a student has acquired by fulfilling obligations and passing the exam in the subject Marketing Management and Application, which means that students are able to:



- I1 Explain the role of marketing in strategic business planning.**
- I2 Analyze the elements of the marketing mix and the basic principles of the marketing concept**
- I3 Assess the impact of the market on the company's operations**
- I4 Compare alternative ways of adapting to market changes**
- I5 Plan marketing activities**
- I6 Recommend strategies for specific marketing problems**

1.4. *Course content*

Name of the whole	Week	Topic name / Literature	Number of hours	Learning Outcomes
INTRODUCTION TO MARKETING	1	THE BASICS OF MARKETING	1	I1
	1	MICRO AND MACROMARKETING	1	I1
	2	MARKETING AS A PROCESS.	2	I1
FINANCIAL INSTITUTIONS	3	PRIMARY AND SECONDARY FINANCIAL MARKET	1	I2
	3	FINANCIAL INSTITUTIONS	1	I2
	4	BANK	2	I2
MARKETING MIX	5	4P, 7P	2	I3
	6	BRAND	1	I3
	6	INTERNAL MARKETING	1	I3
MARKETING SERVICES	9	DEFINING SERVICES	1	I4
	9	SERVICE VS PRODUCT	1	I4



	10	SPECIFICS OF SERVICES	2	I4
MARKETING COMMUNICATION	11	COMMUNICATION MODEL	1	I5
	11	ADVERTISING	1	I5
	12	PUBLIC RELATIONS AND PUBLICITY	1	I5
	12	PERSONAL SALES	1	I5
BANK MARKETING	13	TRADITIONAL AND MODERN BANKING	1	I6
	13	BANK CHALLENGES	1	I6
1.5. <i>Types of teaching (put X)</i>		<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 Teaching	<input checked="" type="checkbox"/> Independent tasks <input type="checkbox"/> Multimedia & Network <input type="checkbox"/> laboratory <input type="checkbox"/> Mentoring work <input type="checkbox"/> Other _____	
1.6. <i>Student obligations</i>				
<p><i>The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:</i></p> <p><i>ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum obligations are;</i></p> <ul style="list-style-type: none"> <i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i> <i>Part-time students need to attend at least 50% of the total number of classes to be eligible to sign.</i> 				



EFFECTUS
University of Applied
Sciences

PASSING EXAMS: in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

INDIVIDUAL PROJECT: the student is obliged to participate in an individual project that verifies the practical application of knowledge.

1.7. Student Work Tracking (Add X to the appropriate tracking format)

Attending classes	x	Teaching activity		Seminar paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Project	x	Continuous Knowledge Assessment		Report		Practical work	
Portfolio							

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

Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences.

The linking of learning outcomes, teaching methods and assessment of learning outcomes is carried out as follows:



EFFECTUS
University of Applied
Sciences

	Attending classes	Written exam	Project	Practical work	Altogether
I1		16			16
I2		16			16
I3		16			16
I4			16		16
I5			16		16
I6			16		16
OUT OF OUTCOME	4				4
ALTOGETHER	4	48	48		100



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University of Applied
Sciences

	FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	KNOWLEDGE ASSESSMENT METHOD	Maximum number of points	
	<i>Written exam</i>	OUTCOME 1 <i>Explain the role of marketing in strategic business planning.</i>	<i>lecture</i>	<i>Exam in the form of an essay on a given topic: essay-type questions are used to check the mastery of theoretical concepts of marketing</i>	<p style="text-align: center;">64</p>	
			<i>discussion</i>			
			<i>Open Questions</i>			
		OUTCOME 2 <i>Analyze the elements of the marketing mix and the basic principles of the marketing concept</i>	<i>lecture</i>			
			<i>discussion</i>			
			<i>Open Questions</i>			
		OUTCOME 3 <i>Assess the impact of the market on the company's operations</i>	<i>lecture</i>			
			<i>discussion</i>			
			<i>Open Questions</i>			
	<i>Project</i>	OUTCOME 4 <i>Compare alternative ways of adapting to market changes</i>	<i>discussion</i>			
			<i>Open Questions</i>			



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University of Applied
Sciences

	<i>OUTCOME 5</i> <i>Plan marketing activities</i>	<i>discussion</i>	<i>Individual project: the project verifies the practical application of knowledge and understanding</i>	<i>16</i>
		<i>Open Questions</i>		
<i>Project</i>	<i>OUTCOME 6</i> <i>Recommend strategies for specific marketing problems</i>	<i>discussion</i>	<i>Individual project: the project verifies the practical application of knowledge and understanding</i>	<i>16</i>
		<i>Open Questions</i>		
<i>Attending classes</i>	<i>All outcomes</i>	<i>Lectures and exercises</i>	<i>Attendance records</i>	<i>4</i>
<i>TOTAL POINTS</i>				<i>100</i>



EFFECTUS
University of Applied
Sciences

<i>Type of student workload</i>	<i>Student Load Hours</i>	<i>ECTS credits</i>
Attending contact classes	56	1,8
Field Trips/Visits Outside the College	0	0
Independent study/research	33	1,1
Out-of-classroom preparation and preparation of seminars/presentations	33	1,1
Work on an out-of-classroom project assignment	0	0
Independent preparation for exams and exam time	60	2
Consultation activities	30	1
Other	0	0
TOTAL ECTS credits	210	7

RATING:

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



EFFECTUS
University of Applied
Sciences

Grades are calculated based on the following distribution of points:

<i>SCORE</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>
<i>65,00 – 79,90</i>	<i>Good (3)</i>
<i>80,00 – 89,90</i>	<i>Very good (4)</i>
<i>90.00 and more</i>	<i>Excellent (5)</i>

Grading is carried out in a transparent manner by collecting points. The course is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes 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 they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.



EFFECTUS
University of Applied
Sciences

<i>1.9. Required reading and number of copies in relation to the number of students currently attending classes in the course</i>		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Internal materials - presentations	-	-
Najdanović, Tutek: Marketing Management and Application, textbook/script, 2018.	5* *students receive compulsory literature in permanent ownership	60
<i>1.10. Supplementary literature</i> <i>Vranešević, Tihomir; Došen Ozretić, Đurđana; Pavičić, Jurica; and other authors (2021), Fundamentals of Marketing, Zagreb</i>		
<i>1.11. Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies</i>		
<ul style="list-style-type: none">• <i>processing and analysis of exam results,</i>• <i>conducting a survey among students,</i>• <i>evaluation and self-evaluation of teachers,</i>• <i>achieved results, level of understanding and knowledge during project development,</i>• <i>achieved results and level of knowledge presented during the preparation and defense of the final thesis (students who choose a graduate thesis in this course),</i>• <i>analysis of the report of the Head of the Quality Centre, and</i>• <i>Feedback from students who have already graduated on the usefulness of the content of this course in the performance of the work they do.</i>		