

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Assoc. Prof. Dr. Sc. Natalia Tutek	
Name of the College	Marketing Management and Its Use	
Study program	Professional Graduate Study - Business Management - MBA	
Status of the College	Mandatory	
Code	MBA-MUP-18	
Year	Year 1	
Point value and method of teaching	ECTS Student Workload Coefficient	7
	Number of hours (P+H+S)	42+14

DESCRIPTION OF THE COLLEGE
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 business entities by educating and actively involving 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, the emphasis in the teaching of this subject 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 refer to the knowledge, skills and competencies that the student has acquired by fulfilling obligations and passing the exam in the subject of 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 business
- I4 Compare alternative ways of adapting to market changes
- I5 Plan marketing activities
- I6 Recommend strategies for specific marketing problems

1.4. The content of the course

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 MACRO MARKETING	1	I1
	2	MARKETING AS A PROCESS.	2	I1
FINANCIAL INSTITUTIONS	3	PRIMARY AND SECONDARY FINANCIAL MARKETS	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 THE SERVICE	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	BANKS' CHALLENGES	1	I6
1.5. Types of teaching (put X)		☒ Lectures ☐ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☒ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____	
1.6. Obligations of students				
Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are: 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 commitments are; • Full-time students must attend at least 70% of the total number of classes to be eligible to sign. • Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign. EXAM: 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 (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 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. Monitoring of student work (add X with the appropriate form of monitoring)

Attendance	x	Teaching activity		Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design	x	Continuous assessment of knowledge		Paper		Practical work	
Portfolio							

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

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

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

	Attendance	Written exam	Design	Practical work	Total
I1		16			16
I2		16			16
I3		16			16

I4			16		16
I5			16		16
I6			16		16
OUT OF THE BOX	4				4
TOTAL	4	48	48		100

	FORMS OF TRACKING	NAME OF LEARNING OUTCOMES	TEACHING METHOD	METHOD OF ASSESSMENT KNOWLEDGE	Maximum number of rating points	
	Written exam	OUTCOME 1 Explain the role of marketing in strategic business planning	Lecture	Exam in the form of an essay on a given topic: essay-type questions are used to check the adoption of theoretical concepts of marketing	64	
			Discussion			
			Open questions			
		OUTCOME 2 Analyze the elements of the marketing mix and the basic principles of the marketing concept	Lecture			
			Discussion			
			Open questions			
		OUTCOME 3 Assess the impact of the market on the company's business	Lecture			
			Discussion			
			Open questions			
	Design	OUTCOME 4 Compare alternative ways of adapting to market changes	Discussion			
			Open questions			
		OUTCOME 5 Plan marketing activities	Discussion	Individual project: the project tests the practical application of knowledge	16	

		<i>Open questions</i>	<i>and understanding</i>	
<i>Design</i>	<i>OUTCOME 6 Recommend strategies for specific marketing problems</i>	<i>Discussion</i>	<i>Individual project: the project tests the practical application of knowledge and understanding</i>	<i>16</i>
		<i>Open questions</i>		
<i>Attendance</i>	<i>All outcomes</i>	<i>Lectures and exercises</i>	<i>Attendance records</i>	<i>4</i>
<i>TOTAL POINTS</i>				<i>100</i>

<i>Type of student workload</i>	<i>Hours of student workload</i>	<i>ECTS credits</i>
Attending face-to-face 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

JUDGING:

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.

Grades are calculated based on the following distribution of points:

<i>NUMBER OF POINTS</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>

65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90.00 and more	Excellent (5)

The evaluation is carried out in a transparent manner by collecting points. The course is valued 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 by 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 subject. 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 they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.

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

Title	Number of copies	Number of students
Internal materials - presentations	-	-
Najdanović, Tutek: Marketing Management and Application, textbook/script, 2018.	5* *students receive compulsory literature in permanent ownership	60

1.10. Supplementary literature

Vranešević, Tihomir; Došen Ozretić, Đurđana; Pavičić, Jurica; and other authors (2021), Fundamentals of Marketing, Zagreb

1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences

- *processing and analysis of exam results,*
- *conducting a survey among students,*
- *evaluation and self-evaluation of teachers,*
- *the results achieved, the level of understanding and knowledge during the project development,*
- *the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),*
- *analysis of the reports of the head of the quality center, and*
- *Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.*