

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Dr.sc. Željka Zavišić, prof.struč.stud. in a permanent vocation	
Name of the College	Fundamentals of Marketing	
Study program	Professional short study "Entrepreneurship".	
Status College	Mandatory	
Code	OM-P-24	
Year	1. Year	
Point value and method of teaching	ECTS Student Workload Coefficient	6
	Number of hours (P+H+S)	30+30+0

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i>
<i>The aim of this course is to develop the ability of students to be able to analyze products and services from a marketing point of view, and to make a proposal for marketing activities of a certain product or service. Students will learn about 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> <i>Likewise, students are introduced to the specifics of marketing strategies in small businesses.</i>
1.2. <i>Requirements for enrolment in the course</i>
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1.3. <i>Expected learning outcomes for the course</i>
Students should be able to: 1. Assess the elements of the marketing mix and the basic principles of the marketing concept. 2. Compare alternative ways of adapting to market changes. 3. Understand the basic principles of marketing and apply them in the business environment, including the development and implementation of socially responsible marketing campaigns. 4. Assess the impact of the market on the company's business. 5. Plan marketing activities. 6. Recommend strategies for specific marketing problems.
1.4. <i>The content of the course</i>
The material is covered through topics aligned with the learning outcomes, which are listed below: 1. Introduction to Marketing 2. Market research 3. Marketinški Why 4P (7P) 4. Service Marketing 5. Introduction of a new product 6. Product branding 7. Advertising and creating socially responsible marketing campaigns. 8. Marketing communication 9. The Specifics of Digital Marketing 10. Marketing Control

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 collect 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. TEACHING ACTIVITY: discussion, group work, active answering of questions, solving practical examples from practice PRACTICAL WORK: Writing and presentation of a marketing plan on a selected example from the market							
1.7. Monitoring of student work (add X with the appropriate form of monitoring)							
Attendance	x	Teaching activity	x	Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design		Continuous assessment of knowledge	x	Paper		Practical work	X
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. In order to improve the effective advancement of students in teaching, lectures, exercises, continuous testing of knowledge (intermediate exams and teaching activity), practical work and an exam are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.							

Activity	ECTS credits	Learning outcomes	Student activity	Valuation method	Maximum Number Evaluation Telugu
Attendance	2	1-6	Participation in classes – Lectures and exercises	Records of classes	0
Intermediate exams	2	Intermediate 1 – outcomes 1, 2 and 3 Intermediate exam 2 – outcomes 4 and 5	Participation in a written test with questions of different types (two questions per outcome are essay-type, while one question per outcome is problem-type where students need to propose an adequate marketing strategy)	Intermediate exam 1 – max. 45 points (max. 15 points per outcome) Intermediate exam 2 – max. 30 points (max. 15 points per outcome)	0-75
Class Activity	0,5	Outcomes 1-5	Discussion, group work, active answering of questions, solving practical examples from practice	Max. 5 points	5
Practical work	1,5	Outcome 6	Writing & Presentation Marketing On the basis of a selected example Markets	Marketing plan and presentation (max. 20 points)	20
Final exam*		1-6	Attendance at a written examination with questions of various types and delivery of a marketing plan	Checking the correct answers (grading)	0-95*
Total	6	/	/	/	100

**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. At the final exam, it is possible to achieve a maximum of 95 points (100 – activity in class 5 points = 95 points). A student can receive additional points on the Challenge learning outcome.*

A prerequisite for taking the final exam in the subject of Basics of Marketing is the submission of a marketing plan before the date of writing the exam period.

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

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:

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

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		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Vranešević, Tihomir; Došen Ozretić, Đurđana; Pavičić, Jurica; and other authors: <i>Fundamentals of Marketing</i>, Zagreb, 2021.	50	50
<i>Materials from the lecture</i>		
1.10. Supplementary literature		
Kotler, Ph.; Armstrong, G.; Balasubramanian, D.; Agnihotri, P.: <i>Principles of Marketing</i>, 19th Edition - Pearson, 2023.		
1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences		
- statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.), - conducting a survey among students, - evaluation and self-evaluation of teachers, - achieved results, level of understanding and knowledge during the preparation of the seminar paper, - 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.		