

**BASIC INFORMATION:**

Organizational unit	01.07.100.	College of Modern Management
Abbreviation	<b>FPE-CMM</b>	
Department		Department of Marketing and Management
Subject/module	5.01.07.007.	<b>Marketing psychology</b>

**TYPE OF SUBJECT:**

Functional area	<b>Core</b>
Level of abstraction	<b>Medium</b>
Type of course-obligation	<b>Mandatory</b>

**COURSE REGISTER:**

Scientific area	<b>5</b>	<b>Social sciences</b>
Scientific field	<b>5.01</b>	<b>Economics</b>
Narrow scientific area	<b>5.01.07.</b>	<b>Marketing</b>

**COURSE DESCRIPTION:**

Educational and professional goals	To enable the student to apply the principles of the marketing system and marketing management to gain the most complete insight into all aspects of the micro and macro environment of the company from the marketing aspect. The student will be able to understand the basic principles of modern marketing and the basics of marketing systems through: definition of marketing and definition of psychology in marketing, the concept of marketing mix 4P and 4C, promotional mix, the importance of communication at all levels, the concept and role of man as a consumer. modern marketing, consumer profiles and market behavior, forms of purchase, stages of the purchase process, factors influencing consumer purchasing decisions, satisfied consumer, marketing and management system as a whole and through other elements that are important for understanding this subject. Also, the student will get acquainted with the basics of HR management as well as ways of working on the personality so that through psychological and spiritual techniques he/she can contribute to his/her personal development as well as the development of the company.
Competences/educational outcomes	By successfully mastering the material from the subject of marketing psychology, that is, by adopting the modules of knowledge and skills planned in the curriculum for this subject, the student will be able to understand the basic principles of marketing. The student will also understand the importance of psychology in marketing and within this will understand how to use all relevant tools and principles that determine the market and consumer behavior in the market as well as determining target groups in the market that are important to the company. In addition, the student will be able to understand, theoretically and practically, all forms of marketing activities that differ within the promotional mix and have their own specifics when it comes to their practical application. The student will get acquainted with creativity in marketing and will learn how to expand their horizons and think outside the classical framework.
Mastered skills:	Fundamentals of marketing, psychology and management. Application of consumer psychology in marketing strategies. Measuring and analyzing the results of marketing campaigns and consumer behavior.

	<p>Creating a promotional mix and 4P strategy.          Use of modern ways of advertising via the Internet and social networks.          Creative marketing and guerrilla marketing.          Information and introduction to the techniques of working on yourself.          Work on yourself through personal work and contribution to the company.</p>
Sadržaj predmeta:	<ul style="list-style-type: none"> <li>- <b>FUNDAMENTALS OF MARKETING</b></li> <li>- <b>DEFINITION OF MARKETING, HISTORY AND ORIGIN OF MARKETING</b></li> <li>- <b>MARKETING, PSYCHOLOGY AND OTHER SCIENCES</b></li> <li>- <b>MARKETING STRATEGIES, MARKETING MIX</b></li> <li>- <b>MARKETING AND INTERNET MARKETING, CREATIVE MARKETING TODAY, GERILA MARKETING</b></li> <li>- <b>MARKETING PSYCHOLOGY</b></li> <li>- <b>DEFINITION OF MARKETING PSYCHOLOGY AND OBJECTIVES</b></li> <li>- <b>MOTIVES AND NEEDS</b></li> <li>- <b>MOTIVATIONAL CYCLE</b></li> <li>- <b>NEEDS- MASLOVL'S THEORY OF NEEDS</b></li> <li>- <b>PRODUCT, PRICE, DISTRIBUTION, PROMOTION, PROMOTIONAL MIX</b></li> <li>- <b>CREATIVITY OF SOCIAL NETWORKS</b></li> <li>- <b>FUNDAMENTALS OF MANAGEMENT</b></li> <li>- <b>MANAGEMENT THEORIES - DEVELOPMENT PATH OF MANAGEMENT THEORY</b></li> <li>- <b>DEFINING MANAGEMENT, MANAGERS AND TYPES OF MANAGERS</b></li> <li>- <b>ENTREPRENEURSHIP AND ENTREPRENEURIAL SPIRIT, LEADERSHIP</b></li> <li>- <b>HUMAN RESOURCES MANAGEMENT, EMPLOYEE MOTIVATION, MOTIVATION THEORIES</b></li> <li>- <b>MAN AS A PERSON</b></li> <li>- <b>DEFINITION OF PERSONALITY AND PERSONALITY DEVELOPMENT</b></li> <li>- <b>TODAY 'S TECHNIQUES FOR WORK ON PERSONALITY CHANGE</b></li> <li>- <b>CONSUMERS AND MARKET</b></li> <li>- <b>PURCHASING RISKS AND PHASES DURING THE PURCHASE</b></li> <li>- <b>CONSUMER SATISFACTION AND FEMALE POPULATION</b></li> <li>- <b>FACTORS AFFECTING CONSUMER DECISIONS ON PURCHASE</b></li> <li>- <b>MARKET SEGMENTATION AND MARKET RESEARCH</b></li> <li>- <b>MOTIVATION AND WORK ON YOURSELF</b></li> <li>- <b>PSYCHOLOGY, MOTIVATION AND MODERN PSYCHOLOGY</b></li> <li>- <b>RATIONAL AND SPIRITUAL WORK ON SELF AND GOALS</b></li> <li>- <b>TECHNIQUES FOR WORK ON PERSONAL DEVELOPMENT AND THEIR APPLICATION IN BUSINESS SYSTEMS</b></li> </ul>

**COURSE METRIC:**

ECTS	Teaching activities (classes)	Individual work	TOTAL
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	Contact lessons	Exercise trainings	Seminar and stud. papers	Pedagogical workshops	Prof. and clin. practice	Individual and group study	Research	working hours
<b>5</b>	30	15	24			73	8	<b>150</b>

<b>Lecture languages</b>	<b>Languages of the people of BiH</b>			
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### PREREQUISITES FOR ACCESS

Code	Course/module title	Grade	Description of conditions (additional)
5.06.04.005.	Mundology		Passed exam

### COURSE METHODOLOGY

During the course, the following activities are envisaged

- 45 contact hours of interactive lectures;
- 8 hours for individual research work and access to the case study method in marketing

**Lectures** according to the established schedule with the use of modern presentation and demonstration tools and techniques with the application of interactive methods of working with students, which provides insight into their prior knowledge and specific experiences based on the issues, but also insight into the continuity of mastering the material.

Use of didactic and educational content in electronic and digital form (which includes recorded lectures and mentoring exercises, videos, as well as other creative media content) on various video presentation media.

### STUDENT EVALUATION

No.	Evaluation type	Partial/ Final	Optional/ Mandatory	Perc. of part.
01	Participation in contact work - interaction in lectures and making mini workshops (case study method)	Pre-exam obligation	Mandatory	30 %
02	Written form or oral about the essence of the subject through the definition of marketing psychology	Pre-exam obligation	Mandatory	10%
03	Exam activities	Final	Mandatory	60 %
04	Total	Final	Mandatory	100%

### LITERATURE/RESOURCES (listed in order of importance)

Author (name and surname)	Publication title	Publ. seat	Publisher	Issue year	Type of publ.*
a/ Basic literature					
Jana Aleksić Anđelić	Psihologija u marketingu i menadžmentu	Banja Luka	Pan-European University "APEIRON"	2021	coursebook
Slavko Segić	Marketing psihologija	Banja Luka	Pan-European University "APEIRON"	2011	coursebook
b/ Additional literature					
Presentation of assist. prof. Jana Aleksić Anđelić available to students in electronic form					


c/ Other resources - journals

Author name and surname <i>(if the resource is an article)</i>	Journal title	Publ. seat	Publisher	Issue year	Type of journal

d/ Other resources – Internet (WEB) resources

Website	Webpage	Paper title/hyperlink	Read

(\*Type of publication (coursebook, script, compendium, multimedia))