

BASIC INFORMATION:

Organizational unit	01.07.100.	
Abbreviation	FPE- CMM	COLLEGE OF MODERN MANAGEMENT
Chair		DEPARTMENT OF MARKETING AND MANAGEMENT
Course/module	5.01.07.007.	MARKETING PSYCHOLOGY

COURSE TYPE:

Functional area	CORE
Level of abstraction	MEDIUM
Course type – obligation	MANDATORY

COURSE REGISTRATION:

Scientific field	5.	SOCIAL SCIENCES
Scientific area	5.01.	ECONOMY
Narrow scientific field	5.07.06.	MARKETING

COURSE DESCRIPTION:

Educational and professional goals:	Students will gain knowledge of marketing systems and marketing management and insight into all aspects of a company's micro and macro environment. Students will be able to understand the basic principles of modern marketing, as well as the fundamentals of the marketing system, including psychology, the concept of the marketing mix 4P and 4C, the promotional mix, the significance of communication at all levels of business, the role of the individual as a consumer, the phases of the buying process, and the concept of a satisfied consumer on a global scale. Students will learn a global approach to marketing and management systems both nationally and internationally.
Competences/educational outcomes:	By successfully mastering the material in the subject of marketing psychology, students will understand the basic principles of marketing locally and globally. Students will be able to understand, theoretically and practically, all forms of marketing activities that exist within the promotional mix and its practical application on the global market. Students will gain information on techniques for working with emotions and beliefs that can be applied in their personal and professional lives both nationally and internationally.
Skills mastered:	<ul style="list-style-type: none"> - Application of marketing knowledge - Use of psychological strategies and new techniques - Market research and creating the promotional mix - A higher and wider perspective on the learned topics - Creativity in personal and private life

Course content:	<ul style="list-style-type: none"> - BASICS OF MARKETING - MARKETING PSYCHOLOGY - FUNDAMENTALS OF MANAGEMENT - MAN AS A PERSON - CONSUMERS AND MARKET - MARKET SEGMENTATION AND MARKET RESEARCH - PERSONAL DEVELOPMENT AND SUCCESSFUL MARKETING AND MANAGEMENT THROUGH NEW TECHNIQUES
-----------------	--

COURSE METRICS:

During the subject, the following are planned:

36 contact hours of interactive lectures;

Lectures are scheduled and conducted using modern presentation and demonstration tools and techniques, employing interactive methods to engage with students. This approach provides insight into their prior knowledge and specific experiences related to the discussed issues, as well as an understanding of the continuity of the curriculum mastery.

Utilization of didactic and educational content in electronic and digital formats (including recorded lectures and mentoring exercises) across various video presentation media.

ECTS	Teaching activities (hours)					Individual work		TOTAL hours of work
	Contact lessons	Exercises and trainings	Seminar and stud. papers	Pedagogical workshops	Professional and clinical practice	Individual. and group learning	Source research	
6	24	12	20			110	14	180

Teaching languages				
---------------------------	--	--	--	--

ACCESS CONDITIONS

Code	Course/Module title	Grade	Description of conditions (additional)

COURSE METHODOLOGY

--

STUDENT WORK EVALUATION

No.	Type of evaluation	partial/ final	elective / mandatory	Percentage of

				participation
01	Participation in contact work – lecture interactions	pre-exam obligation	mandatory	10%
02	Student's seminar/professional papers	pre-exam obligation	mandatory	20%
03	Exam activities – partial test (problem test, case studies)	pre-exam obligation	mandatory	10%
04	Exam activities – final test (written exam)	final	mandatory	60%

LITERATURE / SOURCES (listed in order of relevance)

Author (Last Name, First Name)	Publication title	Publisher's headquarters	Publisher	Edition year	Type of publication *
a/ Basic literature					
Jana Aleksić Anđelić	Marketing and management psychology	Banja Luka	Paneuropean University Apeiron	2021	Book, Textbook
b/ Supplementary literature					
Jana Aleksić Anđelić	Public relations marketing management	Banja Luka	Paneuropean University Apeiron	2021	Book, Textbook
Jana Aleksić, Bojana Blažević	Mastery of success in marketing and management- Physical body and success	Banja Luka	Paneuropean University Apeiron	2022	Book, Textbook
Jana Aleksić, Bojana Blažević	Mastery of success in marketing and management- Psyche and success	Banja Luka	Paneuropean University Apeiron	2022	Book, Textbook
c/ Other sources – journals					
Author - Surname, First name (if the source is an article)	Journal title	Publisher's headquarters	Publisher	Edition year	Type of journal*
c/ Other sources – Internet (WEB) sources					
Site name	Site address	Title of work/hyperlink		Read	
(*)Type of publication (book, script, compendium, multimedia)					