

Biotechnical Faculty / CONTINENTAL FRUIT GROWING AND MEDICAL PLANTS / MARKETING AND AGROBUSINESS

Course:	MARKETING AND AGROBUSINESS			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
11415	Mandatory	6	6	3+2+0
Programs	CONTINENTAL FRUIT GROWING AND MEDICAL PLANTS			
Prerequisites	No conditionality			
Aims	For students to acquire basic knowledge in the field of market and marketing of agricultural and food products: theory and analysis of the market, traffic and marketing of agricultural products; conditions and relations on the domestic market, trade and marketing of agricultural products on the domestic and foreign markets.			
Learning outcomes	After successfully completing the course, students will be able to: 1. Explain the concept of the market and its way of functioning; 2. Describe the elements, factors, basic functions and mechanism of the market; 3. Describe sales channels, their advantages and disadvantages; 4. Explain the role and importance of market institutions; 5. Prepare basic market data; 6. Present a simple analysis of the market of agricultural and food products; 7. Describe the marketing concept of business and create a SWOT analysis			
Lecturer / Teaching assistant	Prof.dr Miomir Jovanović i mr Miljan Joksimović			
Methodology	Lectures, exercises, consultations, independent work.			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Introduction to the subject - basic information about the subject			
I week exercises	Introduction to exercises			
II week lectures	Concept and definition of the market, types and functions of the market			
II week exercises	Characteristics of the market, factors influencing the formation of the market for agricultural products. Market classification			
III week lectures	Analysis of supply and demand of agricultural products			
III week exercises	Supply and demand function, funds			
IV week lectures	Elasticity of supply and demand and application in agribusiness			
IV week exercises	Elasticity of supply and demand and application in agribusiness - division, factors affecting elasticity - practical examples			
V week lectures	Prices: concept, types, price trends, parities, price formation of agricultural products			
V week exercises	Types of prices, determination of parity, formation of prices - practical examples			
VI week lectures	Consumption of agricultural products, COLLOQUIUM 1.			
VI week exercises	Consumption of agricultural products, COLLOQUIUM 1.			
VII week lectures	Trade in agricultural products: characteristics, types and types			
VII week exercises	Natural and social factors of turnover, characteristics of turnover, turnover according to volume, product origin, function - practical examples			
VIII week lectures	Trade: division and basic characteristics			
VIII week exercises	Trade functions, internal, external trade, wholesale and retail trade... trade balances			
IX week lectures	Market institutions in traffic			
IX week exercises	Functioning of market institutions - case study			
X week lectures	Production-consumption balances			
X week exercises	Production-consumption balances - examples of certain fields. products			
XI week lectures	Overview of the international market of agricultural products			
XI week exercises	Overview of the international market of agricultural products - the most important producers according to product categories, volume of turnover, consumption			

XII week lectures	Foreign trade exchange of agricultural and food products and trends					
XII week exercises	Foreign trade exchange of agricultural and food products and trends - analysis of the movement of certain products on the example of Montenegro					
XIII week lectures	SWOT analysis, COLLOQUIUM 2					
XIII week exercises	SWOT analysis - creating an analysis for certain products/activities on the example of Montenegro, COLLOQUIUM 2					
XIV week lectures	Analysis of selected agricultural product markets					
XIV week exercises	Analysis of selected agricultural product markets - practical preparation of the analysis					
XV week lectures	Marketing mix instruments					
XV week exercises	Marketing mix instruments					
Student workload						
Per week			Per semester			
6 credits x 40/30=8 hours and 0 minuts 3 sat(a) theoretical classes 0 sat(a) practical classes 2 excercises 3 hour(s) i 0 minuts of independent work, including consultations			Classes and final exam: 8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts Total workload for the subject: 6 x 30=180 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 36 hour(s) i 0 minuts Workload structure: 128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)			
Student obligations			Regular attendance at classes, appropriate behavior, attending knowledge tests.			
Consultations			After the lecture, and if necessary by agreement			
Literature			Literature: Basic: 1. Jovanović, M: "Market and marketing of agricultural products", script, Faculty of Biotechnology, Podgorica 2007. 2. Đorović, M., Tomin, A: "Market and sale of agricultural products", Faculty of Agriculture, Belgrade, 2000. 3. Vlahović. B.: "Marketing of agricultural and food products", Faculty of Agriculture, Novi Sad, 2004. Additional: 4. Milisavljević, M., Maričić B., Gligorijević, M., (2006): Osnovi marketinga, Faculty of Economics, Belgrade 5. Salai, S., Božidarević. D.: "Marketing research", Contemporary Administration, Belgrade, 1997			
Examination methods			Forms of knowledge testing and evaluation: Two colloquiums 2x20 points in total 40 points Attendance at lectures and tests total 10 points Final exam total 50 points (Grades and points: A (≥ 90 to 100 points); B (≥ 80 to < 90); C (≥ 70 to < 80); D (≥ 60 to < 70); E (≥ 50 to < 60) F < of 50)			
Special remarks			-			
Comment			-			
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points