

Faculty of Economics / MANAGEMENT / SMALL BUSINESS MARKETING MANAGEMENT

Course:	SMALL BUSINESS MARKETING MANAGEMENT			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
3989	Mandatory	5	6	2+2+0
Programs	MANAGEMENT			
Prerequisites	There are no prerequisites. It is desirable that the student has passed the courses Marketing, Management and Business			
Aims	The course aims to teach students principles and basic skills of marketing management in small and medium-sized enterprises (SME), or to train them to recognize the problem, analyze it, and propose a way to solve it, based on acquired knowledge and skills, and bring optimal business solutions (decision). Hence, in addition to theoretical explanations of marketing management in the SME sector, this discipline deals with possibilities of applying benchmarking in the SME sector, and the analysis of the basic mistakes that must be avoided in marketing. The ultimate goal is to help students master the skill of making a quality marketing plan with all the necessary elements.			
Learning outcomes	After passing this exam, student will be able to: - describe basic categories and specifics of marketing in the sector of small and medium-sized enterprises - differentiate between marketing in large and small enterprises and identify key determinants of "guerrilla marketing" (in the case of a specific company) - explain the development plan of "guerrilla marketing" and point out the process of market research in the SME sector - discuss about benchmarking as a model for improving the competitiveness of small and medium-sized enterprises, its types and process in the cases of a specific companies - explain marketing instruments (product, price, place (distribution) and promotion) in small business (in the case of a specific company) - indicate ways to avoid mistakes in the marketing of SME - describe process of developing a marketing plan and develop a model of a marketing plan in the case of a company			
Lecturer / Teaching assistant	Assistant professor: Mirjana Kuljak, PhD; Teaching assistant: Dragana Ćirović, MSc			
Methodology	Lectures, exercises, case studies, practical activities, seminars, debates, discussions, consultations			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Introduction to marketing of small businesses; specificities of applying marketing in SME sector			
I week exercises	Introduction to marketing of small businesses; specificities of applying marketing in SME sector			
II week lectures	Marketing and entrepreneurship			
II week exercises	Marketing and entrepreneurship			
III week lectures	Benchmarking - concept, types, the implementation process, international and local examples; specificities of applying benchmarking in SMEs			
III week exercises	Benchmarking - concept, types, the implementation process, international and local examples; specificities of applying benchmarking in SMEs			
IV week lectures	Marketing instruments in small business - traditional vs digital marketing			
IV week exercises	Marketing instruments in small business - traditional vs digital marketing			
V week lectures	Ten deadly sins in marketing - how to avoid mistakes in the marketing of SMEs			
V week exercises	Ten deadly sins in marketing - how to avoid mistakes in the marketing of SMEs			
VI week lectures	Marketing planning - Marketing Plan in SMEs; steps in making a marketing plan for SMEs			
VI week exercises	Marketing planning - Marketing Plan in SMEs; steps in making a marketing plan for SMEs			
VII week lectures	Entrepreneurial Marketing Plan - explanation of key features;			
VII week exercises	Entrepreneurial Marketing Plan - explanation of key features;			
VIII week lectures	Colloquium			
VIII week exercises	Colloquium			
IX week lectures	Implementation and Control (audit) of the marketing plan in SMEs			
IX week exercises	Implementation and Control (audit) of the marketing plan in SMEs			
X week lectures	Corrective colloquium			

X week exercises	Corrective colloquium					
XI week lectures	Case study					
XI week exercises	Case study					
XII week lectures	Case study					
XII week exercises	Case study					
XIII week lectures	Case study					
XIII week exercises	Case study					
XIV week lectures	Case study					
XIV week exercises	Case study					
XV week lectures	Case study					
XV week exercises	Case study					
Student workload	Total hours for the course: $6 \times 30 = 180$ hours; Structure: Classes and the final exam: 8×16 weeks = 128 hours; Necessary preparations before the start of the semester (administration, admission, verification): $8 \times 2 = 16$ hours; Additional work for the preparation and examination of make-up exam: 36 hours.					
Per week			Per semester			
6 credits x 40/30=8 hours and 0 minuts 2 sat(a) theoretical classes 0 sat(a) practical classes 2 excercises 4 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			Students are required to attend classes regularly and work planned tests. In addition, students are required to do practical and seminar work.			
Consultations			In official terms for consultations published on the website of the Faculty.			
Literature			Basic literature: Melović B., Marketing menadžment malog biznisa, chrestomathy, Faculty of Economics, Podgorica, 2014; Lajović D., Melović B., Marketing menadžment malog biznisa, chrestomathy, Faculty of Economics, Podgorica, 2008; supplementary literature.			
Examination methods			Points and exam: colloquium: 50 points; final exam: 50 points.			
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