

<b>Course Name</b>	<b>Distribution and placement</b>		
<b>Code</b>	<b>DIP</b>		
<b>Type</b>	Non-mandatory (optional)		
<b>University Level</b>	Undergraduate		
<b>Year</b>	3 <sup>rd</sup>	<b>Semester</b>	5 <sup>th</sup>
<b>ECTS</b>	5 ECTS points		
<b>Lecturer</b>	Duje Petričević, lecturer		
<b>Gained competencies after completion</b>	<p>Overall competencies:</p> <ol style="list-style-type: none"> <li>Using the methodology for evaluation and measurement of particular marketing efforts, creating and management of distributional channels, with the goal of achieving a global competitive positioning on the market.</li> </ol> <p>Particular, theoretical and practical proficiencies:</p> <ol style="list-style-type: none"> <li>Analyzing the applicability, potential and significance of particular marketing efforts, with the goal of establishing added value for the customer.</li> <li>Using all the major marketing metrics, with the skills of picking ones that best suit the business environment surrounding the economic subject.</li> <li>Understanding the potency of creating a successful brand and its management.</li> <li>Creating added value and means of reaching a target audience of customers.</li> <li>Synthesizing the marketing metrics in order to gain valuable market insight.</li> </ol>		
<b>Enrolment prerequisites</b>	Regulated by The Statute of TV-Akademija, as well as particular Study Regulations.		
<b>Course contents</b>	<ol style="list-style-type: none"> <li>Introduction to basic economic concepts and metrics.</li> <li>Introduction to basic marketing concepts.</li> <li>Introduction and explanation of major marketing metrics, its usefulness and practical usage.</li> <li>Distribution channel creation, in accordance to the overall marketing position and the internal and external business environment.</li> <li>Channel management through adequate marketing mix.</li> <li>Establishment of an oversight system, creating feedback connection to each relevant stakeholder.</li> <li>Differentiation and positioning strategies.</li> <li>E-distribution. Logistics. Marketing control.</li> </ol>		
<b>Recommended literature</b>	<ol style="list-style-type: none"> <li>Kotler, P. (2002), <i>Marketing Management</i> (12th edition), Pearson Custom Publishing, Boston</li> <li>Aaker, D.A. (2003), <i>Building Strong Brands</i>, Free Press NY</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>Kesić, T. (2003), <i>Integrirana marketinška komunikacija</i>, OPINIO d.o.o., Zagreb</li> <li>Grbac, B., Dlačić, J., First, I. (2008), <i>Trendovi Marketinga</i>, Ekonomski fakultet u Rijeci, Rijeka</li> <li>Grbac, B., Meler, M. (2010), <i>Metrika marketinga</i>, Sveučilišna knjižnica Rijeka, Rijeka</li> </ol>		
<b>Education execution</b>	Lectures, seminars and practical lessons.		
<b>Exam prerequisites</b>	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.		
<b>Methods for assessing the attained practical skill and theoretical knowledge, exam execution</b>	Practical assignments, 2 preliminary exams, written and oral exam, carried by the lecturer.		
<b>Language in which the course will be carried out</b>	English		
<b>Methods for determining the quality of lessons, as well as the exam</b>	Internally, carried out by surveying the students. Of course, the survey is completely anonymous. Externally, by evaluations of the experts in the field.		