

Type and level of studies: PhD Studies				
Title of the study program:				
1. Business Management				
Subject title: Trade Management and Marketing				
Subject code: DTMM				
Number of ECTS: 9				
Subject status (Compulsory / Elective): Elective				
Teacher/s (Name, last name): Predrag Bjelić, Zoran Bogetić, Ljubiša Dabić, Jelena Kozomara, Goran Petković, Dragan Stojković				
Number of active teaching lessons:				Other lessons
Lectures: 3	Practice classes: 0	Other forms of teaching: 0	Study research work: 3	0
Prerequisite: No				
Subject objective: Trade management and marketing is focused on mastering the leading knowledge and skills of modern trade management pervaded by marketing business philosophy. The student needs to master the most prodigious marketing concepts which have been applied in commercial enterprises, including the organization of a company in the function of customer satisfaction. Subject objective is that students get familiar with the most important theoretical knowledge in this field through studying world class literature. In addition, the goal is to get acquainted with the best world practice in the field of trade management and marketing.				
Subject outcome (gained knowledge): Mastering theoretical knowledge based on the teachings of the most famous authors in the fields of trade management and marketing, including knowledge of strategies and tactics applied by selected market leaders. After completion of this subject the student should be able to model the business process of the trade companies in an increasingly globalized and digitized economy. The outcome of education should be an expert capable of further developing trade theory and practice in the function of delivering greater value to consumers.				
Subject content/structure: The subject program consists of three parts. At the beginning, the student is introduced to the leading world literature in the field of trade management and marketing, including the strategy and tactics of market leaders. In the second part of the work, the student studies the marketing orientation of a trading company in functional areas, with emphasis on marketing-based management procurement, logistics, sales, administration and finance, as well as other business areas of a trading company. At the end student, mentor-led, models a selected practice of trade management and marketing (theoretical and practical testing of the created model is mandatory).				

Teaching methods:

Mentoring and consultative teaching are main methods. The student continuously receives tasks from mentors, primarily on the plan studying selected sources, gradually mastering the traditional and most recent literature in the field of trade management and marketing. The student presents his findings as a mentor, as well as to a defined study group (professors and doctoral students), developing confidence in professional advancement, at the same time forming an adequate basis for further study work in the area of trade management and marketing.

Grading (maximum number of points 100)

Pre-examination obligations	Points	Final exam	Points
Research work	40	Oral exam	60
		

Literature:

No.	Author	Title	Publisher	Year
1.	Berman, Barry and Evans, Joel	Retail Management: A Strategic Approach (13th Edition)	Pearson	2017
2.	Levy, M., Weitz, B.	Retailing Management (9 edition)	McGraw-Hill Education	2013
3.	Krafft, M., Mantrala, M.	Retailing in the 21st Century: Current and Future Trends	Springer	2010
4.	Lovreta, Stipe	Trgovinski menadžment	CID –Ekonomski fakultet, Beograd	2017
5.	Lovreta, S., Petković, G., Bogetić, Z., Stojković, D.	Trgovinski marketing i prodaja	CID –Ekonomski fakultet, Beograd	2016
6.	Miller, Dale	Retail Marketing: a Branding and Innovation Approach	Tilde University Press	2010
7.	Jobber, David and Lancaster Geoffrey	Selling & Sales Management (9th Edition)	Pearson Education Canada	2012