

Specification of subjects in doctoral studies

Subject code: TMP35B2/C2
Study program: Technologies, management and design of furniture and wood products
Type and level of studies: Doctoral studies
Subject name: Globalization and marketing of wood products
Teacher (s): Glavonjić D. Branko, DSc; Davide M. Pettenella, DSc
Associates:
Subject type: elective
ECTS: 8
Condition: That the student enrolled in doctoral studies of the narrow scientific field Wood trade and economics of wood processing and successfully mastered the subject matter of the subjects: Methodology of scientific and research work and Techniques of scientific and research work.
Subject aim: The main objective of the course is to introduce students to the process of globalization and its causes, consequences and changes in the field of economy and the market of wood products. Based on the size and structure of changes in the global market, it is necessary to define the appropriate marketing concept of the company, which is an additional aim of this subject.
Subject outcomes: Understanding the process of globalization and in relation to that mastering the knowledge on the processes of creating marketing strategies of companies in newly-formed conditions.