

### Specification of subjects in doctoral studies

<b>Subject code:</b> ДМ2.1111А
<b>Study program:</b> Technologies, management and design of furniture and wood products
<b>Type and level of studies:</b> Doctoral studies
<b>Subject name:</b> Social marketing and management of furniture and wood products export
<b>Teacher (s):</b> Glavonjić D. Branko, DSc; Davide M. Pettenella, DSc
<b>Associates:</b>
<b>Subject type:</b> elective
<b>ECTS:</b> 8
<b>Condition:</b> 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.
<b>Subject aim:</b> The aim of the course is to introduce students to the conceptual definition, role and factors of social marketing that are important for the management of furniture and wood products exports.
<b>Subject outcomes:</b> Mastering knowledge on the importance, role and impact of the most important social factors on the management and marketing of furniture and wood products exports.