

Specification of subjects in doctoral studies

Subject code: ДМ1.3121Г
Study program: Forestry – Submodule 1.3. Forest economics and organization
Type and level of studies: Doctoral studies
Subject name: Marketing management in forestry
Teacher (s): Nenad S. Ranković, DSc; Ljiljana Keča, DSc
Associates:
Subject type: elective
ECTS: 8
Condition: Enrollment in PhD studies in the field of "Forestry - Forest Policy, Economics and Organization of Forestry and Trade in Forest Products" and passed exam Methodology of Scientific Research Work.
Subject aim: To introduce students to the theory and practice of performing economic and commercial-business activities, especially for marketing (product, price, distribution, promotion), standardization and branding of wood and non-wood products of forestry.
Subject outcomes: Disposing of knowledge to successfully solve problems and problems in the field of marketing of forestry products.