

Specification of subjects in master's degree studies

Subject code: TMIIM7A1
Study program: Technologies, management and design of furniture and wood products
Type and level of studies: Master's degree study program
Subject name: International marketing of wood products
Teacher (s): Branko D. Glavonjić, DSc
Associates: Aleksandra Lazarević, MSc
Subject type: elective
ECTS: 8
Condition: No conditions.
Subject aim: The main aims of the subject are the acquisition of knowledge related to export marketing, the effects and motives of export and import of wood products and the strategy of entering companies into foreign markets.
Subject outcomes: Disposing of knowledge that enables understanding of the process of globalization with all its positive and negative effects and in this regard the solution of problems and tasks in the foreign trade of wood products. A special outcome of the course consists in knowledge related to the definition and implementation of the company's strategy of entering the company into foreign markets, as well as the knowledge of the role and importance of all participants in the export business, with special emphasis on the system of sales and marketing channels of distribution of wood products in certain markets.