

**Specification of subjects in Master's degree studies studies**

<b>Subject code:</b> MIII71104/B
<b>Study program:</b> Forestry
<b>Type and level of studies:</b> Master's degree study program
<b>Subject name:</b> Forest products marketing
<b>Teacher (s):</b> Nenad Ranković, DSc; Ljiljana Keča, DSc
<b>Subject type:</b> elective
<b>ECTS:</b> 6
<b>Condition:</b> Minimum of 20 (out of 30) ECTS from compulsory subjects in term 9.
<b>Subject aim:</b> Learning the concept and functions of marketing in the market relating to wood and non-wood forest products, as well as trademarks and certification, which have a significant impact on the marketing of these specific goods.
<b>Subject outcomes:</b> Possessing the knowledge to successfully solve tasks and problems in marketing and placement of forestry products.