

Specification of subjects in specialist academic studies

Subject code: СТДИПОД03
Study program: Technologies, management and design of furniture and wood products
Type and level of studies: Specialist academic studies
Subject name: International marketing of wood products
Teacher (s): Branko Glavonjić, DSc
Subject type: compulsory
ECTS: 8
Condition: General conditions
Subject aim: Introduction of students to the guidelines and principles of international marketing of wood products with a special emphasis on the methods of performance, positioning and conquest of the market. In addition to the above, the aim of the course is to introduce students to the concept and various elements of the competitiveness of wood products in the international market.
Subject outcomes: Possessing the knowledge for successfully dealing with international marketing activities in exporting wood products to foreign markets.