**DESCRIPTION OF A STUDY COURSE – SYLLABUS**

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| **Title of a course** | **Marketing in safety** | | | | |
| **Study programme** | **Specialist professional graduate study Occupational Safety** | | | | |
| **Status of a course** | Obligatory | | | | |
| **Year of study** | 1. | **Semester** | W | **ECTS credits** | 6 |
| **Teaching plan**  **(L + E + S+ Pr)** | 2+0+2+0 | | | | |
| **Goals of a course** | | | | | |
| The aim of the course is to acquire basic knowledge, both theoretical and practical, in the field of marketing, as well as to acquire a special skill in applying the acquired theoretical knowledge in the implementation of marketing activities. | | | | | |
| **Conditions for enrolling course** | | | | | |
| No conditions | | | | | |
| **Expected learning outcomes on a level of a course** | | | | | |
| 1. Argue, based on the basic concepts and orientation of marketing, the procedures and processes for the implementation and evaluation of the marketing concept in the business of market entities in the field of occupational safety 2. Critically judge changes in the micro and macro marketing environment and evaluate their impact on specific business entities. 3. Evaluate the marketing mix of production, price, distribution and promotion approach in the participation of a specific company from the field of safety on the market. 4. Propose to associates your conclusions, knowledge and arguments about different possibilities for solving problems in the field of marketing in safety, and propose the most favorable option from the point of view of the observed entity 5. Evaluate the importance of socially responsible behaviour of business entities for the safety and satisfaction of consumers. | | | | | |
| **Content of a course** | | | | | |
| The concept of marketing, basic terms, the evolution of the concept. Social responsibility of marketing. The notion and dimensions of the market and characteristics of the market in safety. Specifics of marketing in the protection of people and property. The entities that offer protection of people and property. The planning and control of marketing activities. The organisation of marketing activities in economic entities specialised in the protection of people and property. Functions of marketing in safety. Segmentation of the market and positioning in the market. Specifics of the marketing mix in safety. Consumer protection in the Republic of Croatia’s market | | | | | |
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