

**Biotechnical Faculty / ANIMAL PRODUCTION / MARKET OF ANIMAL PRODUCTS**

<b>Course:</b>	MARKET OF ANIMAL PRODUCTS			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
11367	Mandatory	6	6	3+1+0
<b>Programs</b>	ANIMAL PRODUCTION			
<b>Prerequisites</b>	There are no strings attached			
<b>Aims</b>	For students to acquire basic knowledge in the market and marketing of agri-food products products of animal origin, i.e., understanding: market theory and analytics, traffic and marketing agricultural products; conditions and relations on the domestic market, trade and marketing of agricultural products on domestic and foreign markets.			
<b>Learning outcomes</b>	After successfully mastering the subject, students will be able to: Explain the concept of the market and its way of functioning; Describe specificity of the animal products market - elements, factors, basic functions and mechanism of the market; describe sales channels, their advantages and disadvantages; Explain the role and importance of market institutions, Prepare basic market data, Present simple analysis of the animal products market, collect basic market data and create a balance of animal products			
<b>Lecturer / Teaching assistant</b>	Prof. Dr. Miomir Jovanović and Dr. Miljan Joksimović			
<b>Methodology</b>	Lectures, exercises, consultations, independent work.			
<b>Plan and program of work</b>				
Preparing week	Preparation and registration of the semester			
I week lectures	Introduction to the subject - basic information about the subject			
I week exercises	Introduction to exercises			
II week lectures	Concept and definition of the market, types and functions of the market			
II week exercises	Basic characteristics of the market, formation factors, classification of the market in relation to different characteristics - examples of classification			
III week lectures	Analysis of supply and demand of animal products			
III week exercises	Law of supply and demand, basic features of supply and demand, types			
IV week lectures	Elasticity			
IV week exercises	Elasticity of supply and demand, types of elasticity, factors affecting elasticity of supply and demand - examples of elasticity of animal products			
V week lectures	Prices: concept, types, price movements, parities, price formation of agricultural products			
V week exercises	The influence of prices on the movement of supply and demand, changes in the prices of animal products, price parities			
VI week lectures	Consumption of animal products, COLLOQUIUM 1.			
VI week exercises	Consumer - types of consumers, consumption of animal products, commodity			
VII week lectures	Trade in animal products: characteristics, types and types			
VII week exercises	Merchandise traffic, characteristics of traffic, direct and indirect			
VIII week lectures	Trade: division and basic characteristics			
VIII week exercises	Factors affecting trade, distribution, trade and payment balances			
IX week lectures	Market institutions in circulation			
IX week exercises	Stock exchanges, auctions, fairs.			
X week lectures	Production-consumption balances of animal products			
X week exercises	Market research, steps in research - examples			
XI week lectures	Overview of the international animal products market			
XI week exercises	The state and movement of the market of basic products of animal origin in EU countries and the surrounding area - examples			
XII week lectures	Foreign trade exchange of agricultural and food products and trends			

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XII week exercises	Foreign trade, coverage - examples for products of animal origin					
XIII week lectures	SWOT analysis, COLLOQUIUM 2					
XIII week exercises	SWOT analysis of animal products and activities related to animal production - examples for the Montenegrin market					
XIV week lectures	Analysis of selected markets for animal products					
XIV week exercises	Case study 1					
XV week lectures	Marketing mix instruments					
XV week exercises	Case study 2					
<b>Student workload</b>						
<b>Per week</b>			<b>Per semester</b>			
<b>6 credits x 40/30=8 hours and 0 minuts</b> 3 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises <b>4 hour(s) i 0 minuts</b> of independent work, including consultations			Classes and final exam: <b>8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts</b> Total workload for the subject: <b>6 x 30=180 hour(s)</b> Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) <b>36 hour(s) i 0 minuts</b> Workload structure: <b>128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>			Regular attendance at classes, appropriate behavior, attending knowledge tests			
<b>Consultations</b>			After the lecture, and if necessary by agreement			
<b>Literature</b>			Basic: Jovanović, M: "Market and marketing of agricultural products", script, Faculty of Biotechnology, Podgorica 2007, 2. Đorović, M., Tomin, A: "Market and sale of agricultural products", Faculty of Agriculture, Belgrade, 2000.3.Vlahović. B.: "Marketing of agricultural and food products", Faculty of Agriculture, Novi Sad, 2004. Supplement: 1. Milisavljević, M., Maričić B., Gligorijević, M., (2006): Osnovi marketinga, Faculty of Economics, Belgrade, 2. Salai, S., Božidarević. D.: "Marketing research", Contemporary Administration, Belgrade, 1997.			
<b>Examination methods</b>			Two colloquiums 2x20 points total 40 points Attendance at lectures (4 points) and 2 tests 2x3 points total 10 points Final exam total 50 points (Grades and points: A (≥ 90 to 100 points); B (≥ 80 to < 90); C (≥ 70 to < 80); D (≥ 60 to < 70); E (≥ 50 to < 60) F < of 50)			
<b>Special remarks</b>			-			
<b>Comment</b>			-			
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points