

Course title: Management and Marketing				
Status: obligatory				
ECTS: 6				
Requirements: none				
Learning objectives Introducing students to basic concepts of marketing and management for the purpose of application of knowledge in planning and organization of the companies engaged in Optometry; introduce students to the basic legislation.				
Learning outcomes Upon completion of the course, students should have developed: - General skills: communicating with business partners, patients and the environment; - Subject-specific skills: understanding the planning and organization of small businesses, small business management understanding, and basic understanding of the role of marketing research methodology, marketing plans and understand their importance, fundamental knowledge of legal regulations.				
Syllabus <i>Theoretical instruction</i> Basics of private practice. Organization of small enterprise. Small enterprise management. General legislation. Legislation on Health Care. Basic Marketing principles. Marketing in Optometry. Principles of Negotiation. Agreements and contracts. <i>Practical instruction</i> Exercises follow the content of lectures.				
Suggested literature 1. Котлер, П.: Управљање маркетингом (9. издање), Мате, Загреб, 2001. 2. Kotler, P., Armstrong, G.: Principles of Marketing, Pearson Prentice Hall, New Jersey 2003.				
Weekly teaching load				Other
Lectures: 4	Exercises: 2	Other forms of teaching: 0	Student research:	