

<b>Study program:</b> Forestry		
<b>Course:</b> Trade and marketing of forest products		
<b>Teacher:</b> Ljiljana M. Keča		
<b>Course status:</b> Mandatory		
<b>ESPB:</b> 2		
<b>Requirement:</b> /		
<b>Objective of the course</b>		
For students to understand terms and relationships in the field of trade, especially in the field of trade and marketing of wood and non-wood forest products and to enable successful planning and implementation of activities related to the marketing of these products on the market, as well as mastering techniques for conducting market research. In addition, students will be introduced to the concepts of bioeconomy and circular economy as modern frameworks for trade and marketing in the field of forestry. Also, students will be trained to use official databases (Trade map, FAO, Eurostat, etc.), for the purposes of preparing their seminar papers and conducting market research of certain categories of (forest) products.		
<b>Outcome of the course</b>		
Possession of knowledge that allows to successfully solve tasks and problems in the field of trade and commodity exchange in the field of forestry, that is, to valorize the production program in the best way on the market. Acquired theoretical and practical knowledge through the interpretation of teaching content with a problem-based approach, gaining new knowledge about trade and marketing of forest products. Getting to know the concept of bioeconomy and circular economy and mastering the access and use of official databases and market research techniques, as well as giving examples of good practice in the field of agroforestry through the prism of trade and marketing.		
<b>Course content</b>		
<i>Theoretical teaching</i>		
Forms of timber sales (auctions - types, advertising, participants, enforcement, plots, submissions and sale according to the forest tax, sale according to the price list, long-term contracts), Internal trade (concept, types and actors of internal trade, development of the trade network of internal timber trade and wood products), Foreign trade (structure and forms of foreign trade, historical development of foreign trade, foreign trade regimes and restriction measures - incentives, restrictions, compensations, liberalization and stimulation of exports, related foreign trade operations, processing/refining and re-export operations, authorities and institutions in foreign trade), Customs and forwarding (concept, functions, types and role, customs area, customs tariff, customs union and control, concept, functions and role of forwarding), Timber trade technique (sales contracts, commercial representation contracts, forms, the meaning of certain elements, international chambers of commerce, arbitration and settlement of complaints in the international market wood wrapping, letter of credit - concept, importance and types of letter of credit, trade documents - transport documents, customs documents, documents on goods insurance, certificates and attestations), Banks and banking operations, Application of standards in timber trade, INCOTERMS rules in international timber trade, International forestry products market, trade policy and legal regulation (EU Timber Regulation), international business organizations, development policy of small and medium-sized enterprises in trade in forest products, as well as the business and development potential of Serbia's trade in the forestry sector. The concept, types and functions of marketing, methods and techniques of marketing research, the evolution of marketing and the relationship with the forestry sector, 3. Marketing activities (market, product, distribution, price, promotion, marketing management, marketing environment) and examples of good practice 4. Marketing of forest products products (branding, certification and its marketing function in forestry, marketing of wood forest products, marketing of non-wood forest products). 5. Special analysis of the orientation of production-placement, customer-marketing, through practical examples from the market analysis of forest products. The concept of 4P/5P marketing. Product life cycle. B2B and C2C business models. 6. Introduction to the concept of bioeconomy and circular economy, as well as production related to natural (forest) resources. 7. Market research of wood and non-wood forest products through the notion of a value chain creation and agroforestry.		
<i>Practical teaching /</i>		
<b>Literature</b>		
Ranković N., Keča Lj. (2011): Trgovina i marketing šumskih proizvoda, Univerzitet u Beogradu - Šumarski fakultet, Beograd ISBN 978-86-7299-185-7		
Oreščanin D., Redžić A. (1994): Trgovina drvetom, I deo, Šumarski fakultet Univerziteta u Beogradu		
Bjelić P. (2018): Međunarodna trgovina, Ekonomski fakultet, Beograd		
Keča, Lj., Keča N., Marčeta M. (2015): Nedrvni šumski proizvodi, Socio-ekonomski i ekološki aspekti, Univerzitet u Beogradu, Šumarski fakultet (ISBN 978-86-7299-232-8), (270)		
Lamb C.W., Hair J.F., McDaniel C. (2013): Marketing, Data Status, Beograd (386)		
Kotler F., Vong V., Sonders Dž., Armstrong G. (2007): Principi marketinga, Mate, (932)		
Sarstedt M., Mooi E. (2019): A Concise Guide to Market Research, The Process, Data, and Methods Using IBM SPSS Statistics, 3 <sup>rd</sup> Edition, Berlin, (396)		
Keswani C. (2020): Bioeconomy for sustainable development. Springer Nature Singapore Pte Ltd., (389)		
Nunan D., Malhotra N.K., Birks, D.F. (2020): Marketing Research, Pearson UK, London (951)		
Smith-Hall C., Chamberlain J. (2022): The bioeconomy and non-timber forest products, Taylor & Francis, London, (77)		
<b>The number of hours of active teaching:</b> 30	<b>Theoretical teaching:</b> 30 (lectures)	<b>Practical teaching /</b>
<b>Teaching methods</b>		
Lectures, class discussions, consultations, visiting experts, seminar work and case studies, presentations and interactive work in the class.		

<b>Assessment of knowledge</b> (maximum number of points 100)			
<b>Pre-exam obligations</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
activity during the lecture	10	written exam	20
practical teaching		oral exam	40
colloquiums		.....	
seminars	30		