

# Management and Marketing of Forest Resources

**Lecturer:** Dr. Puskás Lajos, PhD.

**Institute:** University of Sopron, Faculty of Forestry, Institute of Forest Resource Management and Rural Development

**Course code:** EG582-A0000

**Credit points:** 3

**Time table:** Lecture:2/Lab:1

**Language:** English

## Course description

### Topics

Essential concepts of marketing, means and methods. Corporate strategy and strategic marketing. Basic types of market structures. Markets, market research, marketing plan. Specific features of demand and supply in the forest sector. Forest products markets and policies.

### References

1. Handout.