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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Marketing | | |
| Course title | | | | Marketing Communications | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Fourth | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Ljiljana Stanković  Suzana Đukić  Ana Popović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *An educational aim of this course is to provide students with a necessary knowledge for the development and implementation of a marketing communication strategy and creating an adequate combination of means and types of communication programmes, in order to create a unique enterprise image in the public and to improve a competitive advantage.*  *While studying the contents of this course, a student gains a necessary knowledge and skills for marketing communication, organized and synchronized market entrance and presence, managing relations with members of internal and external public. By gaining the knowledge and skills for successful communication with various segments of targeted audience and creating and maintaining good relations with them, future managers can successfully perform various marketing activities in production and service companies, as well as in scientific and research organizations, state administration, specialized agencies, etc.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Marketing Communications; System of Enterprise's Marketing Communication with environment;*  *Developing marketing communication strategies; Development of integrated marketing communications; Types of mass communication - Advertising, Public Relations, Publicity, Sales Promotion, Sponsorship; Direct communication - personal selling, Direct Marketing; Ethics and Marketing Communication* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **20** | | **Written examination** | | |  |
| **Practical teaching** | **10** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **20** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |