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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | Faculty of Economics |
| **GENERAL INFORMATION** |
| Study program  | **Economics** |
| Study Module (if applicable) | Marketing |
| Course title | Relationship Marketing |
| Level of study | [ ] Bachelor [x]  Master’s [ ]  Doctoral |
| Type of course | [x]  Obligatory [ ]  Elective |
| Semester  |  [x]  Autumn [ ] Spring |
| Year of study  | First |
| Number of ECTS allocated | 5 |
| Name of lecturer/lecturers | Ljiljana StankovićSuzana Đukić |
| Teaching mode |  [x] Lectures [ ] Group tutorials [ ]  Individual tutorials [ ] Laboratory work [x]  Project work [ ]  Seminar [ ] Distance learning [ ]  Blended learning [ ]  Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *In contemporary networked knowledge-based economy, competitive advantage is more and more often achieved through establishment of mutually beneficial relationships with various subjects and groups. Relationship marketing has the key importance for business performances improvement in various organizations and institutions. The aim of the Relationship Marketing course is to provide appropriate knowledge and skills to students in order to enable them to efficiently manage marketing relationships with certain organizations and institutions.**By mastering the content of this course, student gains up to date and integrated knowledge and skills needed for performing marketing activities in various enterprises, public institutions, scientific and research organizations, specialized agencies and government bodies, especially in networked business subjects (e.g. business clusters). Capabilities related to development and management of marketing relationships represent solid foundation for implementing holistic marketing in practice and for resolving various business problems.* |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Relationship Marketing - concept, development and perspective; Relationship Marketing Strategy; Managing Marketing Relationships with key stakeholders - Consumer Relationship Management, Supplier Relationship Management, Managing relations with Marketing Channels , Managing relations with competition, Managing relations with media, Managing relations with civil society organizations; Strategic Alliances as a form of Relationship Marketing; Developing system for Marketing Relationship evaluation* |
| **LANGUAGE OF INSTRUCTION** |
| [x] Serbian (complete course) [ ]  English (complete course) [ ]  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)[x] 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** |