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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **The basic studies of communication and public relations** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Marketing and the public | | |
| Level of study | | | | x☐Bachelor ☐ Master’s ☐ Doctoral | | |
| Type of course | | | | x☐ Obligatory ☐ Elective | | |
| Semester | | | | x ☐ Autumn ☐Spring | | |
| Year of study | | | | third | | |
| Number of ECTS allocated | | | | ESPB- 8 | | |
| Name of lecturer/lecturers | | | | Radovic C. Vladeta | | |
| Teaching mode | | | | x☐Lectures ☐Group tutorials ☐ Individual tutorials  ☐Laboratory work ☐ Project work ☐ Seminar  ☐Distance learning ☐ Blended learning ☐ Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To introduce students with biological and social elements of non-verbal communication. Elementary non-verbal signs of communication. The history of non-verbal signs. The use of non-verbal signs.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **The basic term and definition of marketing and relations with media. Marketing and creativity. The basic principles of marketing’s activity. The goals and the principles of marketing in media. Commercial marketing. Cognitive manipulation and seducing the auditorium. Ethical part of marketing communication. Lifestyle and consuming culture. Marketing and selling the ideas in the field of art. Direct marketing.** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| x☐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** | **10** | | **Written examination** | | | **30** |
| **Practical teaching** | **40** | | **Oral examination** | | | **20** |
| **Teaching colloquia** |  | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |