

**(Table 5.2) Course unit description**

Study program: Business economics and management, Economics			
Type and level of studies: Bachelor studies			
<b>Course unit: Market communication</b>			
<b>Teacher in charge: Milan S. Kocić</b>			
Course unit status (in different modules): Obligatory in Marketing module, optional in modules Finance, stock exchange and banking, and Management			
ECTS: 7			
Prerequisites:			
Semester: VI			
<b>Course unit objective:</b> Course unit Market communication is designed with a goal to point out a comprehensive list of approaches to synergistic combination of marketing mix instruments, which are especially important in the environment with growing standardization of products and services.			
<b>Learning outcomes of Course unit</b> Studying the course unit Market communication, the following knowledge is gained: <ul style="list-style-type: none"> <li>• New, technologically more subtle ways of achieving competitive advantage;</li> <li>• The importance of interactive technologies for generating a loyal customers database;</li> <li>• The effect of the code of ethics on the choice and implementation of a promotional mix;</li> <li>• Strategic positioning of the promotional mix in the IMS concept.</li> </ul>			
<b>Course unit contents</b> <i>Theory classes:</i> <ul style="list-style-type: none"> <li>• Personal selling;</li> <li>• Economic propaganda;</li> <li>• Sales improvement;</li> <li>• Publicity and public relations;</li> <li>• Sponsorship;</li> <li>• Direct marketing;</li> </ul> <i>Practical sessions:</i> <ul style="list-style-type: none"> <li>• Exercise sessions. There will be two preliminary examinations in this part of the course unit.</li> </ul>			
<b>Literature (Title and no. of pages)</b> Prof. Dragutin Vračar PhD, (2007), Market Communication Strategies, Faculty of Economics, Belgrade. The book contains 580 pages out of which 280 are necessary to learn for the exam.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures 3	Practice 2	Other forms of classes Independent work	
<b>Teaching methods:</b> Ex-Cathedra teaching method, interactive forms of teaching, essays, presentation of certain learning material, individual and group projects.			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	10	Written examination	/
practical classes/tests	5	Oral examination	50
preliminary exam/s	30	.....	
Projects/Seminars	5		
Other			