

**(Table 5.2) Course unit description**

Study program: Business economics and management, Economics			
Type and level of studies: Bachelor studies			
<b>Course unit: DIRECT MARKETING</b>			
<b>Teacher in charge: Milan S. Kocić</b>			
Course unit status (in different modules): Obligatory in Marketing module, optional in Management and Tourism and Hotel Management modules.			
ECTS: 7			
Prerequisites:			
Semester: VIII			
<b>Course unit objective:</b> A fundamental goal of this course unit is directed towards a multidisciplinary perception of the effect of the direct marketing activities on creating competitive advantage and strengthening business authority.			
<b>Learning outcomes of Course unit</b> Studying the course unit Direct marketing, the following knowledge is gained: <ul style="list-style-type: none"> <li>• The effect of new technologies on better market positioning of different types of organizational modalities;</li> <li>• Planning and implementing various creative strategies in order to achieve competitive market position;</li> <li>• Personalized types of promotional campaigns with marked distinctive properties;</li> <li>• Management of direct marketing activities aimed at loyal customers.</li> </ul>			
<b>Course unit contents</b> <i>Theory classes:</i> <ul style="list-style-type: none"> <li>• The conceptual framework of direct marketing;</li> <li>• Direct marketing planning process;</li> <li>• Creative strategy in direct marketing;</li> <li>• Database as the key resource of direct marketing;</li> <li>• Basic technologies of analytical processes;</li> <li>• Traditional mediums (channels) of direct marketing;</li> <li>• Internet marketing concept;</li> <li>• Electronic commercial transactions;</li> <li>• Evaluation of the effect of the company's presence on the internet.</li> </ul> <i>Practical sessions:</i> <ul style="list-style-type: none"> <li>• Exercises sessions, other forms of teaching, research work.</li> </ul> There will be two preliminary examinations within these two parts.			
<b>Literature (Title and no. of pages)</b> 1. Prof. Suzana Salan PhD, Prof. Jelena Končar PhD (2007), Direct Marketing, Faculty of Economics, Subotica.			
<b>Number of active teaching hours</b>			<b>Other classes</b> <b>1</b>
Lectures 3	Practice 2	Other forms of classes 0	
<b>Teaching methods:</b>			
<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	5	Written examination	/
practical classes/tests	5	Oral examination	50
preliminary exam/s	30		

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Projects/seminars	10		
Other			
<b>Grading System</b>			
<b>Grade</b>	<b>Bo. Of Points:</b>		<b>Description</b>
<b>10</b>	<b>91-100</b>		Excellent
<b>9</b>	<b>81-90</b>		Exceptionally good
<b>8</b>	<b>71-80</b>		Very good
<b>7</b>	<b>61-70</b>		Good
<b>6</b>	<b>51-60</b>		Passing
<b>5</b>	<b>0-50</b>		Failing