



ЮГОЗАПАДЕН УНИВЕРСИТЕТ "НЕОФИТ РИЛСКИ"

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"Management and Marketing" Department **ECTS Information Package**

Business Management Major

Education and qualification degree: Master

PURPOSE OF PREPARATION:

Training in "Business Management" master degree aims to prepare specialists for professional appearance as managers, experts, consultants in all parts of the business and non-profit sector, as well as researchers and professionals in management in universities, research institutes, development units, etc.

Graduates can work as:

- Directors / managers / all levels of government;
- Functional specialists in all branches of the management hierarchy, experts / councilors / of the senior management in the business organizations' sectors, consultants and experts in management and organizational development specialist companies and research organizations, specialists in management and administration in local and state government structures and other management positions.

COMPETENCIES OBTAINED BY STUDENTS:

1. Knowledge and skills in wider economy, social and managerial aspects that enrich and elaborate the basis obtained in this direction from the completed degree "Bachelor";
2. Profound meet and master current problems in international aspects of business management including:
 - European economy, management in a global environment, international business and marketing, international markets, international public finance;
 - Strategic management of the company and its organizational change,. stock and innovation policy;
 - Topical issues of employment security relations.
3. Ability to acquire integrated application of knowledge;
4. Develop business management programs;
5. Prepare a comprehensive financial and economic analysis;
6. Processe, systematize, analyze and display the leading trends in business practice;

7. Make strategic and tactical management decisions consistent with the requirements of the market.

Jobs that graduates may exert:

1. Directors and Vice directors in companies and organizations;
2. Administrative managers in companies - leaders in business services and administrative activities; leaders in policy and strategic planning executives and sales and marketing
3. Team Leaders
4. Analysts - efficiency of the business, market research , etc.
5. Key experts and experts - logistics, financial and economic analyzes, social security, marketing, international cooperation, policy prices, advertising, marketing, sales, European integration, business, business development, engineering , etc.
6. Managers - finance, sales, marketing, market research , etc.
7. Consultants – business activity.
8. Analysts
9. Managers of enterprises and organizations.

Qualificational characteristics of the "Business Management" for the degree "Master" professional qualification "Master in Business Administration" is a key document that determines the development of the curriculum and programs. It is consistent with the Higher Education Act, the Ordinance on the state requirements for acquiring degree "Master," "Bachelor", "Specialist" and SWU "Neofit Rilski" regulations.

CURRICULUM STRUCTURE
PROFESSIONAL DIRECTION: ADMINISTRATION AND MANAGEMENT
SUBJECT: BUSINESS MANAGEMENT
EDUCATIONAL AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAMME: BUSINESS MANAGEMENT
PROFESSIONAL QUALIFICATION: MASTER ON BUSINESS MANAGEMENT
FORM OF TRAINING: REGULAR AND BY CORRESPONDENCE

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. European economy	3.0	1. Management of expenses of the enterprise	3.0
2. Management of the organization change	3.0	2. Strategic marketing	3.0
3. Strategic management	7.5	3. Company ethics	3.0
4. Leadership and leadership competencies	7.5	4. Management in global environment	3.0
5. Stock and sales policy	4.5	5. Selective course	3.0
6. Selective course	4.5	State exam or defence of diploma thesis	15.0
Selective courses (students choose one course)		Selective courses (students choose one course)	
1. Management of small business	4.5	1. Communication policy	3.0
2. Management accounting	4.5	2. Digital -marketing	3.0
3. Strategic planning	4.5	3. Project management	3.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

DESCRIPTION OF ACEDMIC COURSES

Subject: Business Management

Professional Qualification: Master on Business Management

Education and qualification degree: Master

EUROPEAN ECONOMY

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course of European Economic Co-operation aims to introduce to the students the conditions, the beginning and the development of the European integration, led to the creation of the European Union. The main principles of the European Economic Community are considered and the European Union, the stages of integration, the basic institutions of the European Economic Community and the European Union, the basic politics and structures of the European Community.

Course contents:

Conditions and terms for the European integration. The first steps of the European economic co-operation. Basic stages for European integration. The countries- members of the EU – time frames for entry, problems and successes. Institutions and organs of the European Union. The means of decision-making in the EU. Economic and monetary union – establishment, principles and development. The basic politics of the European Union. Structural and regional politics of the European Union. European Union as a world factor in the World Economy. Concepts for the future of the European Union.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

Hours per week: 21 + 0s

Type of exam: written

MANAGEMENT OF THE ORGANIZATION CHANGE

ECTS credits: 3

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Lectures on the course "Management of the organization change" has been developed in accordance with the general objectives of the subject "Business administration". The aim of the course " Management of the organization change " is to give students a thorough knowledge of the general problems of management of the organization change. The main tasks to be solved in the implementation of the curriculum are: Understanding the nature of the organization change. Understanding the management of the organization change. Learning to adapt to the organization change.

Course contents:

The need for organization change. Reasons for organization change. Types of organization change. Trends in the organization changes. Conditions and factors limiting changes. Resistance to organization change. Stages of managing of the organization change. Managing of the organization change through planning. Determination through control of the organization change.Characterization of controlling as a management system for organization change. Construction of a controlling system for managing of the organization change. Prediction of the organization change. Adaptation to organization change as a management function. Types of adaptation. Adaptation as a change in human behavior. Nature and causes of failure in organization change. Organization changes that characterize adaptation failure. Strategies for survival in case of failure. Bankruptcy and the change in "social value" of the company.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and

help students draw their own conclusions. In training priority is given to practical and independent work by students.

STRATEGIC MANAGEMENT

ECTS credits: 7.5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Emphasis upon the theory combined with its practice applied character and the difference between the experience of the world leading companies and this country governing practice. The program corresponds most directly to more specific management sciences like Personal Management, Industrial Management, Innovative Management, etc. and the programs like Marketing, Microeconomics, and Macroeconomics.

Course contents:

Essence of management. Analysis of the management changes in the 60s of the XX century. The coming of strategic management. Essence of strategic management. Strategy and goals. Hierarchy of goals. Algorithm of creating a strategy. The role of the environment. Screenplay analysis. Method of segmentation. Project and choice of a strategy. Mission of an organization. Tools for creating a strategy; portfolio analysis, matrix of Boston consulting group, "General Electric" matrix, Ansoff matrix. Diversification strategy. Essence of the diversification. Types of diversification strategies and mechanism for their creation. Competitive strategy, analysis and profile of the competitors. Forms of the competitive fight and mechanism for creating competitive strategy. Strategy and firm culture. Essence of management structures. Organization as a system; common pattern and its characteristics. Structure, connection, goals, and behavior. Organizational planning. Types of management structures (fundamental concepts – group of management, level of management, scale of control, delegation, etc.). Functional management structure – essence, creation, contradictions. Divisional management structure. Vertical and horizontal integration. Diversification and division of labor. Role of leadership. Role of leadership in creating a strategy and a management structure.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

LEADERSHIP AND LEADERSHIP COMPETENCIES

ECTS credits: 3

Form of assesment: on-going assessment and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

In structural attitude the discipline "Leadership and leadership competencies" comprises the basic theoretic-methodological and applied knowledges for leadership, leadership competencies and leadership styles.

Knowledges and skills for elaboration a conception for development of the leadership qualities of the modern leader are building which is very important with a view of their future realization.

Course contents:

The essence of leadership. Leadership and needs. Specifics of organizational leadership. Approaches in the study of leadership - personalistic, behavioral, situational and contemporary directions. Management and leadership. Similarities and differences between the leader and the manager. Leadership styles. Leadership qualities and skills. Image of the leader. Approaches to forming the image of the leader. Model for development of leadership competencies of the leader.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. The seminars further discuss the theory taught in the lectures. The ongoing assessment by tests during the seminars is crucial for the students' assessment.

STOCK AND SALES POLICY

ECTS credits: 4.5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course "Commodity and sales policy" is a prerequisite for enriching the social and economic culture of the students, providing the opportunity to use the entire arsenal of knowledge acquired during their training in the specialty. The course provides opportunity for training of logical thought, giving the opportunity to generate new ideas, and encourages students to appreciate the benefits of unconventional thinking. The course has a key role in the formation of the system of scientific knowledge and skills necessary for the professional - manager. Based on the general and specific knowledge obtained in the general course in the basics of marketing, training appears to be a logical extension and upgrading of knowledge, along with the acquisition of new knowledge, development of skills and habits that will have a high practical value for students their future.

Course contents:

Goods such as elements of the marketing mix. Formation of a company policy of stock. Procedure for the formation of stock policy. Innovation policy company. Formation of innovation strategy. Organization of innovation activity. Process of creating a new product. Marketing strategy for new products. Design, packaging and marking of new products. Methods to assess consumer preferences for alternatives a new product. Marketing and scientific and technical policy

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

Hours per week: 21 + 1s

Type of exam: written

MANAGEMENT OF SMALL BUSINESS

ECTS credits: 4.5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The course includes basic management problems of small business. Students gain knowledge about the management process in small enterprises and to learn basic approaches to its realization in contemporary conditions. Main tasks: 1. Understanding the nature and role of small businesses and theoretical foundations of his management. 2. Understanding the problems and approaches to organization and management of small businesses.

Course contents:

Characteristics of SMEs. Role of small business for socio-economic development. Necessary economic conditions and institutional prerequisites for its successful operation. Need small business management. Nature and characteristics of the management process in small firms. Current and strategic management - nature, specificity, advantages. Need for strategic management of small businesses. Concepts of strategic management of small businesses. Approaches to the development of corporate strategies. Analysis, assessment and approaches for optimal use of resources of the business. Analysis and evaluation of the impact of external factors. Approaches to analysis of the internal state of small business. Functional Analysis. Evaluation of competitiveness. Defining the mission and goals of the SME business. Development and selection of strategies - criteria and requirements. Types of strategies. Business Planning for SMEs - nature, extent and types of business plans. Structure of the business plan. Develop a business plan - stages. Management of small business marketing Production management. Management of material resources. Control of production. Finance Management Company. Sources of financing for small businesses. Investment management of small business. Investment plan. Methods for evaluation of investment projects. Managing innovation in small business. Innovative planning. Human Resource Management in Small Business. Organizing a Small Business - positioning, organizational and management structure and organization of work processes. Information as a basic resource for

Hours per week: 21 + 1s

Type of exam: written

small businesses. Sources of information. Information management system. Risk management in small business. Types of risk. Approaches to management.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGEMENT ACCOUNTING

ECTS credits: 4.5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

This syllabus aims at teaching students on ways and procedures of creating and purposeful use of accounting information for internal needs of entity in making efficient and effective management decisions. Thus, it widens their knowledge about other accounting subjects, oriented mostly to external users of reporting information. Management accounting as an applied discipline offers specific approaches and methods of usage, assessment and interpretation of accounting information, reported in annual and interim financial statements, of initiating, processing and using of supplementary reporting information to satisfy the operational needs of the entity's management. In the course are discussed topics of assessment and analysis of financial position of an entity by calculating of liquidity, capital return, solvency, etc., of the nature and classes of expenses, and determination of unit production and full cost of finished goods and services through various methods of allocation of indirect expenses, of preparing annual budgets, reporting and analyzing their implementation. Especially a stress is made on advantages and disadvantages of different applied traditional and modern approaches, methods and calculating procedures used in decision making process.

Course contents:

Emerging, characteristics, role and significance of the Management accounting. Stages in its development. Annual financial statements as a structured source of information for the financial position of an entity. Instruments and techniques for processing and using reporting information. Nature and significance of the entity's liquidity. Working capital, working capital ratio, liquidity ratios. Factors determining the liquidity level: inventory turnover ratio, accounts receivable collection period, average creditors settlement period, cash reserves. Return on capital ratios. Solvency. Debt-to-equity ratios. Characteristics of cost accounting. Nature and classification of expenses. Determining the unit cost. Planned and actual cost. Peculiarities of allocation of indirect expenses - basis and norm of allocation. Stages in allocation of indirect expenses. Approaches and methods of allocation of indirect expenses in the servicing cost centres. Methods of calculating the cost: order system, operational system, service system. Methods of calculating the cost of joint products and complements. Calculating the cost of activity - ABC method. Applying the cost-volume-profit model. Economic and accounting model. Advantages and limitations of the accounting model. Budgeting process - characteristics and peculiarities. Stages and prerequisites of budgeting process. Information sources in budgeting process. Models of budgetin: zero budget, normative budget, extrapolation model, etc. Budget lines. Preparing an opening balance. Master budget and planning the profit/loss for the budget period. Cash flow budgets and determining of the entity's liquidity. Annual and monthly budgets. Preparing the ending balance sheet. Reporting the implementation of the budget. Variance analysis report.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

STRATEGIC PLANNING

ECTS credits: 4.5

Form of assessment: on-going control and exam

Semester: 1

Methodological guidance:

Department: Finance and accounting

Hours per week: 21 + 1s

Type of exam: written

Faculty of Economics

Annotation:

During twentieth century business planning developed and became a basic function of in-company management. This was caused by uncertainty and dynamic changes of external environment where a company operates and by managers realizing the significance of planning for setting proper objectives, development strategies and effectively using resources.

Contents of the course

Developing e business strategy – techniques and stages. Defining a business mission. Analyzing and prognosticating external environment. Analyzing and evaluating in-company environment. Setting objectives. Choosing a strategy for accomplishing objectives. Implementing the strategy. Methods of strategic analysis. Types of strategies. Growth, cut-down and liquidation strategies. Market-segmentation-based strategies. Innovation strategies. Product concentration and diversification. Product-market strategy. Price-communication cost strategies. Technological strategies. Strategies to enter international market – export, joint ventures, subsidiaries, strategic alliances etc. Global and country-adapted marketing. Country-segment-product strategy.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGEMENT OF EXPENSES OF THE ENTERPRISE

ECTS credits: 3

Course hours per week: 2l +1s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

Lectures on the course "Management of expenses of the enterprise" has been developed in accordance with the general objectives of the subject "Project Management". The aim of the course "Management of expenses of the enterprise" is to give students a thorough knowledge of the general problems of management of expenses of the enterprise. The main tasks to be solved in the implementation of the curriculum are: 1. Acquiring knowledge about the fundamental problems of organization costs. 2. Acquiring knowledge about key issues related to methods for determining the cost of production. 3. Acquiring knowledge about the major problems associated with systems for determining the cost of production.

Course contents:

Expenses of the enterprise. Methods for estimating the inventories of the enterprise. Labour costs and pay systems work in the enterprise. Allocation of expenses of the enterprise. Method of cost absorption. Method of direct cost. Cost of workload and batch. Cost of contract. Cost of processes. Cost and related byproducts.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

STRATEGIC MARKETING

ECTS credits: 3

Course hours per week: 2l +1s

Form of assesment: on-going assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

Lectures "Strategic Marketing" was developed in accordance with the general objectives of the subject "Business Management". Structurally covers basic theoretical and methodological and practical knowledge about the strategic role of marketing elements of business strategy, marketing their incarnations, marketing strategies for entering new markets, marketing strategies for emerging markets, marketing strategies for mature markets, marketing strategies declining markets and strategic marketing plan. The aim of the course is to expand students'

knowledge-graduate training on a regular basis on marketing strategy and strategic marketing plan and on this basis to contribute to the acquisition of complex multifunctional training without duplicating the key issues covered in other courses and mainly on "Marketing", "Marketing Research" and "Business Planning and Control".

Course contents:

Nature, elements and characteristics of the marketing environment of the firm Influence of marketing environment on the organization of the firms strategic role of marketing. Corporate, marketing and business strategies. Competitive factors affecting the market orientation of the firm. Strategic momentum. Elements of corporate business strategies. Mission, corporate goals, objectives of business units overall development strategy, planning based on the amount and sources of synergy. Business strategies and their marketing incarnations. Strategic decisions at the business unit. Elements of alternative business strategies. Changing strategies at different stages in the product life cycle. Business strategies for global competition. Marketing strategies and life cycle curve. Characteristics and phases of the product life cycle. Product development. Variable scope and evolution of the industry. Marketing strategies for entering new markets. Aims to develop a new product. Problems with strategies for entering new markets. Components of the marketing strategy to fill a niche market. Components of the marketing strategy of "skimming the cream". Marketing strategies for emerging markets. Opportunities and Risks of Emerging Markets. Marketing strategies market leader in a growing market. Problems in mature markets. Problems weakening markets. Marketing strategies for mature markets. Strategies to maintain the share of this market. Strategies to increase sales volume. Enhanced penetration strategy. Market expansion strategy. Marketing strategies for a declining market strategic marketing plan. General structure of the strategic marketing plan. Content of the strategic marketing plan.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

COMPANY ETHICS

ECTS credits: 3

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The aim of the training course provides knowledge and skills for developing interpersonal, collegial, professional and social contacts, as well as advanced knowledge of company culture. Studying "The Company Ethics" is useful and necessary in view of the dynamics of professional business relationships. The training course aims students to learn about modern issues of communication, about corporate ethics, with their social and situational determinants, and to facilitate the practical implementation of ethical standards and achieve higher levels in the culture of communication. Expected results: To acquire knowledge and to create skills for practical application of the knowledge about company ethics. The object of is the behaviour of the organization and the factors which determine it

Course contents:

Nature and development of ethics. Main ethical categories. The essence of morality. Moral challenges of present. The nature and structure of business ethics. Applied Ethics. Business ethics as applied ethics. Cultural and theoretical conditions for the formation of business ethics. Ethical principles in business. Application of ethical principles in management practice. Ethics and business organization. Moral aspects of the company activity. Ethics in advertising. Moral conflicts in business and their solution. Ethical codes in the professions and business. Moral aspects of the company. Company culture. Nature, functions. Management of company policy and ethics. Communication culture - nature and role in modern business. Morality in a Market Economy. Morals of the Bulgarian entrepreneur.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

MANAGEMENT IN GLOBAL ENVIRONMENT

ECTS credits: 3

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

The objective of the subject of Management in Global Environment is to extend the post-graduate students' knowledge in the issues of management in global environment and thus to contribute to their complex multi-functional training. The major problems to be solved in the implementation of the syllabus are: to extend the training and knowledge of students majoring Business Administration on the issues of management in global environment, in the circumstances of exceptional dynamics in the development of world economy, as well as of the separate countries; to clarify the specificity of the object and subject, and of the methods of management applied with regard to the foreign economic activities; to make the transition to a detailed clarification of the international parameters of function-oriented management at a company level.

Course contents:

Internationalization and globalization of business activities and modern management. Economic and management theories of the company. Major features of management in a global environment. Management in global environment at the prospect of modern theories of transnational and global capital. Theoretical conceptions of cultural impact on the corporate management. Strategic planning in international business Strategic analysis and competitive advantages. Strategic analysis and international environment. Risk and types of risk. Organizational provision of international business planning International corporate strategies Corporate strategies based on the manner of entering the market Organization and influence of cultural factor

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

COMMUNICATION POLICY

ECTS credits: 3

Form of assessment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotation:

Course "Communication Policy" aims to deepen students' knowledge of the role, nature and specificities of communication in the implementation and management of the corporation. In view of this, the main lines of communication policy (public relations, advertising policy, sales promotion, personal selling and sponsorship, etc.) are considered, depending on the nature and specific activities of the various corporations (eg, selling product just on the EU market or other markets), their organizational and management structures, etc.. When considering the role and nature of international business communication in a number of Bulgarian researchers justify the conclusion that in a market economy despite economic difficulties and limited export opportunities, foreign economic activity of Bulgarian companies have intensified promotional communications in foreign markets. They provide for their preparation and implementation to take account not only the nature of the business and the goods or services, but also the status and characteristics of the markets where advertising communications conducted (economic, cultural, demographic and dr.usloviya, competition, etc.). Overseas communications and impacts on potential buyers abroad, when properly prepared, planned, organized and implemented, contribute to the development of production and trade, to increase the effectiveness of international business.

Course contents:

Communication in marketing - nature, role, tasks and objectives. Communication strategy and key elements of the communication policy. Public Relations (PR) Origin, development, nature and functions of advertising. Types of advertising organization advertising. Major players in the advertising process motivation object and purpose of advertising. Developing the Creative Guidelines, stages and methods of marketing and advertising research preparation and planning promotional communications process of the campaign. Main channels for advertising. Organization and implementation of campaign advertising constants - a trademark, appellation of

Course hours per week: 21 +1s

Exam type: written

origin and others. Printed media to disseminate advertising. Advertising in the press. Specialized printed advertising media Direct Advertising - nature, types and requirements Advertising via electronic emitter means - radio and television advertising, advertising Internet Drugi means to distribute advertising. Movie ads. Outdoor and transport advertising. Advertising at point of sales. International trade fairs, exhibitions, shows and more. Packaging and promotional packaging and other promotional tools Sales promotion Personal selling and sponsoring.

Teaching and assessment

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.

DIGITAL MARKETING

ECTS credits: 3

Form of assesment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The entry of new technologies more and more aggressively into the socio-economic life has imposed new forms of manifestation and application of marketing. The use of information technology gives new dimensions to the business and opens wide opportunities for entering new markets and the successful promotion of companies and brands. Digital marketing allows companies to skillfully defend their market positions by resisting competitive attacks. The new reality, as a consequence of the IT revolution, requires a much different approach to consumers and their way of life. Along with the traditional forms used by companies to influence the audience, today digital marketing is becoming more and more intensive, allowing a stronger advertising presence with a clear provocation addressed to consumers. This is what requires a better knowledge of it, as it will expand the opportunities and competitive qualities of students in their professional development.

Course contents:

Introduction to digital marketing. Building an internet marketing strategy. Technology of conducting marketing research in an online environment. Web development and design. Email marketing. Online advertising. Basic advertising formats. Affiliate Marketing. Search engine marketing (SEM). Social media marketing.

Teaching and assessment

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the current control, and the results achieved by the set tasks and tests are of great importance.

PROJECT MANAGEMENT

ECTS credits: 3

Form of assesment: on-going assessment and exam

Semester: 2

Methodological guidance:

Department of Management and Marketing

Faculty of Economics

Annotaion:

The training program includes general problems of development projects applying for EU programs. Students to gain knowledge of effective project development and management process of their creation and implementation. Main tasks: 1.Understanding the nature, character, composition and role of the development projects of the organization. 2.Acquisition of knowledge and skills to develop projects. 3.Understanding the organization of the project, its monitoring and control, reporting and evaluation.

Course contents:

Nature of project management. Definition of project. Purpose of the project. Types of projects. Identification of the project. Identifying the problems. Analysis of the problems. Recruitment and selection of projects. Components of the evaluation process. Modeling projects. Basic and components of the project. Name field and priorities. Geographical range and performance. Creating a project team. Organizational and project planning.

Determination of activities. Preparation of schedules. Resource Management Project. Types of resources. Allocation of resources. Risks of the project. Preparation of project proposal. Application form, nature and elements. Method logical framework. Financing of the project. Sources of funding. Compilation project budget. Types of budgets. Budget management. Assessment of the proposal. Definition of the evaluation. Criteria for evaluation. Evaluation mechanism. Principles of the selection process. Monitoring and control of the project. Management of the project. Reporting to the project. Strategy for completion or continuation of the project after its finalization. Evaluation of the project. Definition of the evaluation. Types of assessments. Analysis of the project.

Teaching and assessment:

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions. In training priority is given to practical and independent work by students.