**Marketing and PR (ECTS 6)**

Language: the course is offered in English, Serbian and Hungarian.

Contact person: Dr. Lívia Szedmina (slivia@vts.su.ac.rs)

**Course description:**

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, market research, product management, pricing, promotion, sales force management and competitive analysis. Also this course includes basic concepts of Public Relations. Students will learn to identify story ideas about you and your business and then learn how to promote those ideas to the media.

This course would cover the following topics:

1. Introduction
2. The philosophy of marketing and marketing concepts
3. Research methods and techniques in marketing, media and advertising
4. Product review and marketing strategies
5. The communication components
6. E-commerce
7. The marketing mix
8. Advertising in the marketing mix
9. Mass communication
10. Media ethics
11. Audio visual media
12. Television commercials
13. Publicity
14. Crisis management
15. Closing remarks

**Aims:**

The goals are the following:

* Students will introduce the marketing concept and how we identify, understand and satisfy the needs of customers and markets,
* Students will be able to analyse companies and competitors and to introduce marketing strategy to increase company efficiency,
* Raising awareness of the strategic and tactical decisions behind today’s top performing brands. Identifying and understanding the customer – segmentation, targeting, positioning and consumer behavior,
* The use of marketing research and information systems,
* The marketing mix – product, branding, pricing, distribution; channel issues and promotion
* An introduction to marketing ethics and social responsibility,
* Learning to identify story ideas business and then learn how to promote those ideas to the media,
* Learning how to anticipate and prepare for a media crisis, and what to do during a crisis.