

Study program: Modern Business Management; Module: Marketing Management			
Subject name: Digital Media in Marketing			
Lecturer: Aleksandra Brakus, Ph.D. (aleksandra.brakus@mbs.edu.rs)			
Subject status: selective			
ECTS: 7			
Pre-requisites: -			
Subject objectives The goal is to understand the possibilities for Internet usage in marketing, as the new business conception. The goal is to acquire the knowledge how to apply information technologies in marketing and how to establish two-way communication to promote, build a new image and position on the new media market.			
Subject outcomes Students will be enabled for theoretical analytical critical thinking, as well as practical application of the knowledge to connect the new technologies and marketing knowledge applicable through marketing Internet.			
Subject description Assignments: Theoretical: Internet and business environment. Internet and business process globalization. Internet and marketing concept. The advantages of the new technologies for marketing. The process of marketing digitalization. Two-way communication through Internet with the current and future buyers. The relationship between management and the buyers. Marketing strategies functioning using the new media. Positioning on the market using the Internet marketing. The identity creation and image through Internet. Internet marketing as the part of the new marketing communications. Direct communication. Online buyer behavior. The development of the new products and Internet. Data collection through online research. Practical: Case study, discussions, presentations, seminar papers			
Materials Ануцојић, Д. (2009), <i>Интернет и електронско пословање</i> , Прометеј, Нови Сад. Chaffey, D., Mayer, R., Johnston, K., Ellis-Chadwick, F.,(2000), <i>Internet marketing</i> , Prentice Hall. Strauss, J., El-Ansary, A., Frost, R. (2006), <i>E-marketing</i> , Prentice Hall. Kelleher, T. (2007), <i>Public Relations Online</i> , Saga Publications, London. Istman, T. S., Ferguson, A. D., Klajn A. R. (2004), <i>Промоција и маркетинг електронских медија</i> , Clio, Београд.			
Total number		Courses:3x15=45	Practice:2x15=30
Teaching methods Lectures are auditory supported by modern teaching tools and active student participation. Exerices include: consolidation of lectures; exams; individual work with students through seminar papers; team discussions.			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	20	written exam	
Practice	10	oral exam	30
Test-s	30	
Essay-s	10		