

Study program: Modern Business Management; Modules: Marketing and Management and Business Management			
Subject name: Reputation and Relationship Management			
Lecturer: Čedomir Ljubojević, Ph.D. (ljubojevic@mbs.edu.rs)			
Subject status: selective			
ECTS: 8			
Pre-requisites: -			
Subject objectives The goal is to acquire the knowledge and the skills necessary for confidence building between the organizations and their stakeholders, through professional and active work focused on the vision of cooperative brand, values, healthy relations and successful communication, which protects and improves strategic intangible property organizations, and the individual reputation.			
Subject outcomes Students are enabled to apply academic knowledge and practical skills to improve the reputation of the organizations in modern business environment through planning and conducting adequate communication strategies and different models of cooperative social responsibility.			
Subject Description Assignments: Theoretical: The concept of corporate reputation; Corporate reputation and image; Stakeholders and corporate reputation; The understanding of nature and characteristics of reputation management; The dimensions of organizational reputation management; The models of corporate reputation; The internal communication and corporate communication; The creation and management of the effective corporate communication; The integration of corporate social responsibility, marketing and corporate communications; The concept and the dimension of corporate social responsibility (KDO). The impact of KDO on business performance and the behavior of customers. Corporate social responsibility and ethics; Strategy, planning and reputation measurement; Development and relations management; Crisis communication and reputation keeping. Practical: The analysis of example practices. The strategic plan of communication to improve reputation. Socially responsible practice research. Concrete business problem simulations.			
Materials Dalton, J. and C. Susan (2008), <i>Managing Corporate Reputation</i> , Thorogood Professional., London Ormeno M. (2007), <i>Managing Corporate Brand – A New Approach to Corporate Communication</i> , Gabler, Baden-Würtenberg. Филиповић, В., Костић-Станковић, М. (2008) <i>Односи с јавношћу</i> , ФОН, Београд. Властелица Бакић Т., (2013), <i>Управљање репутацијом применом корпоративне друштвене одговорности у маркетингу и односима с јавношћу</i> , Скрипте предавача.			
Total number		Courses:3x15=45	Practice:2x15=30
Teaching methods Lectures, research work, case study, individual mentor and group work, presentation methods			
Grade (maximum number of points 100)			
Pre-exam assignments	points	Final exam	points
Course activity	10	written exam	-
Practice	15	oral exam	30
Test-s	20	
Essay-s	25		