Digital marketing and e-commerce
Specialist Vocational Studies (SSS)
Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM003 E-business and e-commerce
Professors	Radovanović D. Predrag, Professor of Vocational Studies Stojanović J. Dragan, Professor of Vocational Studies
Subject status	compulsory
ESPB number	6
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The course introduces students to modern ICT and its application in trade and electronic business. It follows the rise of the digital economy and the commercialization of public computer networks, the development and emergence of electronic business, electronic commerce, and electronic banking. Models, strategies, organizational structures, and business processes of electronic business, B2B and B2C e-commerce, e-banking, e-procurement, and supply chain management are considered. The most important electronic payment systems in the B2C segment of e-business (systems based on traditional payment cards, smart cards, electronic checks, electronic and digital money) are processed on practical examples and through case studies. In particular, the development of payment systems for micropayments and mobile commerce is monitored. At the end, a brief overview of the legal framework for electronic business, regulation of electronic payment systems, and risk management in the digital economy is provided.

Course outcomes

After successfully mastering the material, students will: gain a wider insight into the architecture and functioning of the modern digital economy, electronic business, electronic commerce, electronic banking and electronic payment systems, which will enable them to evaluate, critically understand and apply in the field of e-business and assess the development of e - business and e-commerce; demonstrate advanced knowledge regarding the role and importance of certain technologies in designing the most significant e-commerce business models, strategies, organizational structures and business processes; demonstrate advanced knowledge in the field of payment systems in the B2C segment of e-business; and be familiar with the current state of the legal framework and regulation of electronic payment systems, as well as with the most important principles of risk management in the digital economy

Content of the course

Theoretical lectures

Development of modern information and communication technologies and computer networks and their application in the field of e-commerce and e-business; the Internet as a vector of the "New Economy"; commercialization of public computer networks; the rise of the digital economy; introduction to electronic business; models, strategies, organizational structures and business processes of electronic business; concept and development of electronic commerce; B2C electronic commerce; B2B electronic commerce; e-procurement and supply chain management; concept and development of electronic banking; traditional payment systems; electronic payment systems in e-business; online payment systems based on traditional payment cards and smart cards; centralized systems for electronic money transfer and payment systems based on electronic checks; payment systems based on electronic and digital money and cryptocurrencies; micropayments; mobile payment systems; legal framework of electronic business; supervision and regulation of electronic payment systems; risk management in the digital economy.

Practical lectures

Case studies of the most important business models in e-business; case studies of the most famous e-commerce platforms; case studies of the most important payment systems and transaction mechanisms in the B2C segment of e-business (payment and smart cards, electronic/digital money; cryptocurrencies; digital coins; digital wallets; electronic/digital checks; digital money in the form of cash coupons; digital money in electronic mail ...); systems for micropayments and mobile payments.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Радовановић, П.	Електронско банкарство и платни промет, ауторизована предавања	ACCJC, Лесковац	2021
2,	Радовановић, П.	Електронско банкарство и електронски платни и обрачунски системи	Београд: УКС–КЗПО	2022
3,	Раденковић, Б. и др.	Електронско пословање	ФОН, Београд	2015

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	3	2	0	0	0

Digital marketing and e-commerce

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Subject specification

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, practical work in the computer room, group work.

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar paper	yes	30.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM001 Information technologies and systems
Professors	Krstić J. Lazar, Lecturer Krstić S. Maria, Lecturer
Subject status	Compulsory
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

Acquiring theoretical knowledge in the field of information technologies and systems with special reference to their application in the field of business, and training students for the independent use of information technologies and systems in the profession.

Course outcomes

By successfully mastering the content of the course, students will be able to recognize and understand advanced concepts of information technologies and systems and be able to apply them in the conditions of modern business.

Content of the course

Theoretical lectures

The role and importance of information technologies and systems in business; Information resources and information systems; Ethical, social and security aspects of information technologies and systems; IT infrastructure; Computer systems and data processing; Enterprise resource management systems; Decision support systems; Expert systems; Data warehouses; Business intelligence.

Practical lectures

Introduction to MS Access; Tables and table-level constraints; Queries over one or more tables; Input forms, subforms and trigger forms; Reports and sub-reports; Macros; Menus and control panels.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Нађо Балабан, Живан Ристић, Јовица Ђурковић, Јелица Трнинић, Пере Тумбас	Информационе технологије и информациони системи	Економски факултет, Суботица	2012
2,	Ангелина Његуш	Пословни информациони системи	Универзитет Сингидунум, Београд	2021
3,	Мирољуб Захорјански	ИЗРАДА АПЛИКАЦИЈА у пракси	Рачунарски факултет, Београд и ЦЕТ, Београд	2017
4.				

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

The methods used in lectures and exercises are verbal and demonstrative. Lectures provide students with a theoretical basis, while exercises are aimed at developing practical skills. Exercises are performed in computer rooms where students have personal computers at their disposal, and they can follow the lessons via video projectors. Every student uses a personal computer in practice classes to independently solve practical problems.

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Evaluation (maximum points 100)					
Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	50.00
practical course work	yes	5.00			
Colloquium	yes	40			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM003 E-marketing and brand management
Professors	Dašić D. Thomas, Lecturer
Subject status	Compulsory
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The goal of this course is for students to master the application of classic marketing concepts in an online environment, and learn to create and manage digital business activities to achieve various marketing goals. The goal is for students to see new marketing concepts that are characteristic only for the digital environment and to adopt and apply digital marketing to business. In addition, students will be familiar with the specifics of brand management in the online environment, in order to develop skills and successfully apply the acquired knowledge and competencies in this area.

Course outcomes

Upon completion of this course, students will master the knowledge that will enable them to apply digital marketing concepts, formulate and practically implement a digital marketing strategy, design and conduct online market research, understand consumer behavior in online conditions, use digital marketing tools, interpret marketing mix elements in context digital strategies, application of methods and procedures for creating a successful brand and successful practical application of brand management in the online environment.

Content of the course

Theoretical lectures

Introduction to digital marketing; Consumer behavior in the digital environment; Online marketing mix; Digital marketing management; Online market research; Formulation of internet marketing strategy; Product strategies in the Internet environment; Pricing strategies in the Internet environment; Relationship marketing on digital platforms; Marketing on social media; Online communication campaign; Digital Brand; Digital brand strategy and positioning in the digital environment; Measuring brand value on the Internet; Specific aspects of branding in the Internet environment.

Practical lectures

Analyzes of business cases from domestic and international practice; Simulations of real business situations in the digital marketing sector; Analysis of campaign results using internet analytics; Discussions

Literature

R.бр.	Authors	Title	Publisher	Year
1,	Филиповић, Ј.	Дигитални маркетинг	ЦИД - Економски факултет Београд	2021
2,	Филиповић, Ј.	Интернет маркетинг	ЦИД - Економски факултет Београд	2022
3,	Вељковић, С.	Бренд менаџмент у савременим тржишним условима	ЦИД - Економски факултет Београд	2010

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers.

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar paper	yes	30.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM005 Marketing communications in the digital world
Professors	Janjić G. Ljubica, Lecturer
Subject status	Compulsory
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The aim of the course is to introduce students to the stages of the marketing communication planning process, to explain to them the importance of creativity in marketing, to provide them with knowledge about the main means of communication and media that companies can use to promote their products and services in today's digital world, as well as to train students to use various digital marketing tools and their integration with traditional marketing tools and media.
Special emphasis is given to understanding the impact of digitization on integrated marketing communication

Course outcomes

Students will acquire knowledge in the field of marketing communication. They will be able to: identify the goals and functions of marketing communication within the new marketing paradigm; design quality content and digital campaign message; use different digital marketing tools and integrate them with traditional marketing tools and media; creatively and critically design the company's digital marketing communication; implement the acquired knowledge and problem-solving abilities in the field of digital marketing communication using examples from practice.

Content of the course

Theoretical lectures

Communication process and models; development of effective marketing communications; integrated marketing communication; advertising as a form of marketing communications; advertising management; sales promotion as a form of marketing communications; public relations as a form of marketing communications; personal selling as a form of marketing communications; direct marketing and the emergence of new ways and means of communication; digital communication channels; traditional and digital forms of direct marketing; online marketing; mobile marketing; social media marketing; content marketing

Practical lectures

Creation of a marketing communications plan for the selected company; analysis of examples of digital marketing communications from practice; case studies and discussion

Literature

P.бр.	Authors	Title	Publisher	Year
1,	Станковић, Љ., Ђукић С.	Маркетинг комуницирање	Економски факултет, Ниш	2014
2,	Костић-Станковић, М.	Интегрисане пословне комуникације	ФОН, Београд	2011
3,	Алчаковић, С., Ђорђевић, А., Савановић, Н.	Дигитални маркетинг	Универзитет Сингидунум, Београд	2021
4.	Figueroa, C.	Увод у дигитални маркетинг	Компјутер библиотека	2020

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers.

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			

Colloquium	yes	10	
Seminar paper	yes	20.00	

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM011 Strategic marketing in the digital era
Professors	Angelevska-Najdeska K. Katerina, Visiting Professor Janjić G. Ljubica, Lecturer
Subject status	Elective course
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The goal of the course is to enable students to think strategically and to understand marketing strategy as an essential area of marketing management in the digital era. Acquiring the knowledge and skills needed to define marketing strategies in order to ensure a better market position in the online environment and competitiveness in the long term, as well as mastering the methods and techniques used in strategic marketing on the Internet, is the main purpose of this course.

Course outcomes

Mastering the knowledge, abilities and skills needed to create and improve marketing strategies in the online environment, as well as the implementation of strategic marketing plans. Application of key terminology and tools necessary in the process of creating practical solutions for successful implementation of marketing strategies on the Internet.

Content of the course

Theoretical lectures

Concept and development of strategic marketing; Concept and specifics of the online environment; Strategic planning process; Strategic analysis of the online environment; Analysis of online competition; Online Company Analysis; Analysis of online shoppers; Marketing mix and marketing strategy in the digital environment; Types of marketing strategies; Digital brand and digital strategy; Analysis of means for the realization of online marketing strategies; Implementation of strategic marketing; Implementation of the digital marketing plan; Control and optimization of digital marketing strategy

Practical lectures

Exercises, discussions, analysis of case studies from practice, as well as individual and group work of students on solving examples from practice and presentation of solutions, different ways of checking knowledge.
Simulation of market research in the function of formulating appropriate marketing strategies. Creating a digital marketing plan. New media in strategic communication.

Literature

R.бр.	Authors	Title	Publisher	Year
1,	Махмутовић, К.	Дигитални маркетинг: стратегије, алати и тактике	Универзитет у Бихаћу	2021
2,	Алчаковић, С., Ђорђевић, А., Савановић, Н.	Дигитални маркетинг (поглавље 3 (стр. 71-109))	Универзитет Сингидунум, Београд	2021
3,	Филиповић, В., Јаничић, Р.	Стратешки маркетинг	ФОН, Београд	2010
4.				

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, independent research of students

Evaluation (maximum points 100)

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Colloquium	yes	10.00			
Seminar papers	yes	20.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM012 Change management and competitiveness
Professors	Cvetković M. Jovica, Lecturer Marjanović V. Milena, Professor of Vocational Studies Mihailović Z. Ivan, Professor of Vocational Studies
Subject status	Elective course
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The aim of the course is to familiarize students with the importance of change management in conditions of new challenges and uncertainty, as well as with the key elements that determine the success of changes in companies, and with the basic theoretical and practical factors of the competitiveness of companies, with the most significant dimensions of the management process from the point of view of creating and improving competitive advantages, with the problems of the efficiency of the change management process itself in the company, and with the importance and impact of innovation and technology on the competitive advantage of the company.

Course outcomes

By mastering the material of this course, students will be able to apply theoretical knowledge and practical skills in the function of successfully managing changes that lead to the creation and improvement of competitive advantage, to identify characteristic activities and cause-and-effect relationships that correspond to the proactive search for new ways of working, behavior, beliefs and implementation of new strategies, they will be able to independently formulate and implement a strategy as a process of change.

Content of the course

Theoretical lectures

Characteristics and contexts of change management in modern conditions; Change management process; Concept of competitiveness, microeconomic and macroeconomic competitiveness; The nature and evolution of the concept of competitive advantage; Drivers of competitiveness, Learning and knowledge as a prerequisite for initiating and implementing changes; Strategic changes and competitive advantage; Knowledge, learning and innovation of enterprises; Innovation and competitive advantage; Technological change and enterprise; Technology and competitive advantage; Innovation management.

Practical lectures

Perspectives and theories of change management; Perspective of company development; The perspective of enterprise transformation; Perspective of organizational studies; Assessment of perspectives; Models of change and innovation management.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Адижес, И.	Управљање променама	ACEE, Нови Сад	2016
2,	Унковић, М.	Конкурентност привреде	Хесперија, Београд	2014
3,	Јанићијевић, Н.	Управљање организационим променама	Економски факултет, Београд	2021
4.	Цветковић, Ј.	Креативно размишљање	ACCJC, Лесковац	2022

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, independent research of students

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Active participation in lecture classes	yes	5.00	Oral exam	yes	45.00
practical course work	yes	5.00			
Colloquium	yes	30.00			
Seminar papers	yes	15.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM007 Internet marketing campaign
Professors	Janjić G. Ljubica, Lecturer Krstić J. Lazar, Lecturer Krstić S. Maria, Lecturer
Subject status	Compulsory
ESPB number	6
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The goal of the course is to acquire appropriate knowledge in the field of digital marketing, as well as the ability to solve current problems, plan and implement various forms of digital marketing. A special goal is to train students to manage projects related to the application of information technologies in digital marketing.

Course outcomes

Students will be able to design quality content and a digital campaign message, stand out on search engines, use different digital marketing tools, as well as monitor the success of a digital marketing campaign.

Content of the course

Theoretical lectures

Ljubica Janjić: Marketing through content; Consumer behavior on the Internet; Marketing campaigns on the Internet; Integration of web presence with social media; Product branding; Traffic analysis and measurement of Internet campaign success; Marija Krstić: Internet presentation; Types of internet presentations; Planning and development of internet presentation; WordPress CMS platform; Lazar Krstić: Magento CMS platform; Security aspects of internet presentations and impact on internet marketing; Social networking sites;

Practical lectures

Exercises, discussions, analysis of case studies from practice, creation of a project assignment in the selected platform (WordPress, Magento)

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Алчаковић, С., Ђорђевић, А., Савановић, Н.	Дигитални маркетинг (поглавље 2 (стр 31-71); поглавље 4 (стр 109-145))	Универзитет Сингидунум, Београд	2021
2,	Marchal, P.	Google Ads, дефинитивни водич - превод шестог издања (поглавље 6)	Компјутер библиотека, Београд	2021
3,	Шарац М., Радовановић Д., Јевремовић А., Мравик М.	Интернет маркетинг	Универзитет Сингидунум, Факултет за информатику и рачунарство, Београд .	2020
4.	Krol K	WordPress 5 у целости	омпјутер библиотека, Београд	2019

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	3	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, group work.

Evaluation (maximum points 100)

Digital marketing and e-commerce

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Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar papers	yes	30.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM008 Customer relationship management
Professors	Dašić D. Thomas, Lecturer
Subject status	Compulsory
ESPB number	6
requirements	No requirements
Subject requirements	No requirements

Aim of the course

This module introduces students to the theoretical and practical foundations of customer relationship management (CRM), in order to understand the importance of developing and nurturing long-term relationships with customers, and to master strategies and tactics for developing relationships with end customers and treating professional customers. The goal of the course is to acquire knowledge about the principles and methodologies of the CRM system and marketing automation, in order to evaluate the functionality of the CRM system in order to achieve business goals and recommend the optimal tool for providing support for customer relationship management in the implementation of business processes.

Course outcomes

After the course, the student will acquire professional and practical knowledge and specific skills on how to classify customers, choose an appropriate approach to developing relations with customers, develop a program of activities to further improve cooperation with customers, develop a loyalty program and evaluate customer satisfaction. After the course, the candidate will also receive basic software directions and knowledge necessary for nurturing relationships with customers.

Content of the course

Theoretical lectures

Long-term marketing relationships; Customer loyalty and loyalty creation strategies; Measuring customer satisfaction; Long-term customer value; Strategic approach to the development of long-term relationships with customers and assumptions of concept development; Adapting the organizational structure to the management strategy of key customers; Implementation of CRM: personalization, adjustment of the offer; Implementation of CRM: consumer loyalty programs; Long-term relations with customers in a B2B business environment; Key customer management concept; Defining and selecting key customers; Implementation of key customer management concept; Development of e-CRM; Functioning of e-CRM; Software tools for customer relationship management.

Practical lectures

Analysis of successful examples from the practice of customer relations management; Case studies of leading CRM B2C practices; Case studies of leading CRM B2B practices.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Живковић Р., Гајић Ј.	Понашање потрошача	Универзитет Сингидунум, Београд	2021
2,	Чефи, Д., Смит, ПР.	Дигитални маркетинг: Планирање и оптимизација (Поглавље 8)	Вива Траде МБ	2018
3,	Kumar, V. and Reinartz, W.	Customer Relationship Management - Concept, Strategy, and Tools - Third Edition	John Wiley & Sons, Inc.	2018
4.	Ловрета С., Берман Б., Петковић Г., Вељковић С., Црнковић Ј. и Богетић З.	Менаџмент односа са купцима	ЦИД Економски Факултет и Дата Статус, Београд	2010

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	3	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, group work.

Evaluation (maximum points 100)

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Subject specification

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar papers	yes	30.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM004 Marketing research and web analytics
Professors	Angelevska-Najdeska K. Katerina, Visiting Professor Dašić D. Thomas, Lecturer
Subject status	Compulsory
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The goal of the course is for students to acquire knowledge and the ability to master the implementation of marketing research, the information of which is the basis for making strategic decisions in order to win and retain consumers. By mastering the content of the course, students are trained to apply market research techniques in order to forecast future changes in the characteristics and behavior of consumers and competitors in marketing channels. Acquiring knowledge in the field of marketing analytics will enable students to master the analysis of structured and unstructured digital marketing data, recommend the use of appropriate metric models and techniques in various areas of marketing, apply the obtained results to make

Course outcomes

Acquired theoretical and applicable knowledge enables students to apply marketing research techniques and modern information technology in order to forecast future changes in the characteristics and behavior of consumers and competitors in marketing channels. Upon completion of the course, students will master the knowledge of how to manage a large number of diverse marketing data and how to use marketing research information as a basis for making marketing management decisions in order to improve business processes..

Content of the course

Theoretical lectures

Angelevska-Najdeska Katerina: Introduction to modern marketing research; Process and stages of marketing research; On-line marketing research; Organization of market research activities; Marketing research for the purposes of forecasting demand and sales; Marketing research for the purposes of sales and competition analysis; Market segmentation; Consumer segmentation; Market research as a function of marketing mix instruments; Toma Dašić: Understanding the concept of digital analytics; Selection of analytical tools; Social media and search analysis; Audience and content analysis; Engagement analysis; Understanding digital impact.

Practical lectures

Analyzes of business cases from domestic and international practice; Simulations of real business situations in the sector

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Чефи, Д. и Смит, П.Р.	Дигитални маркетинг: Планирање и оптимизација	Вива Траде МБ	2018
2,	Фигуероа, Ц.	Увод у дигитални маркетниг	Компјутер библиотека	2020
3,	Акер, Д., Кумар, В., Дај, Ц.	Маркетиншко истраживање	ЕКОФ ЦИД	2008
4.	Маршал, П	Google Ads – дефинитивни водич (Поглавља 4, 7,19,27)	Компјутер библиотека	2021

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, group work.

Evaluation (maximum points 100)

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar papers	yes	30.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM013 Social media management
Professors	Janjić G. Ljubica, Lecturer
Subject status	Elective course
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

The aim of this course is to familiarize students with modern marketing tools and methods used in digital marketing, with a special emphasis on the specifics of new social media. The goal of the course is to enable students to create and share content themselves through social media, as well as to communicate with other users, all in accordance with the company's marketing goals.

Course outcomes

Improving students' knowledge and skills for implementing a digital marketing strategy through social media, using new media in communication with target groups, creating content and achieving interaction in an online environment

Content of the course

Theoretical lectures

The concept of social media; the role of social media in an integrated marketing strategy; categorization of social media; the concept of social networks; the most famous social networks; online advertising; advertising on social media; content elements that may be used for advertising; elements of a successful social media advertising strategy; application of Google and social network services; direct e-mail marketing; remarketing; content marketing; onsite and mobile push notifications; website; content on the website

Practical lectures

Exercises, discussion, practical work, case studies from practice and selected scientific papers on the topic of social media management Students have exercises from the mentioned teaching units, including an interactive discussion on current topics. The paper includes an examination of the possibility of practical application of modern digital marketing tools and methods through social media. The student is obliged to realize the assigned task in the field of social media management, with the display of the results using a multimedia presentation.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Алчаковић, С., Ђорђевић, А., Савановић, Н.	Дигитални маркетинг (поглавље 6 (стр. 217-263); поглавље 9 (стр. 327-367))	Универзитет Сингидунум, Београд	2021
2,	Safko, Lon.	The Social Media Bible: Tactics, Tools, and Strategies for Business Success (3rd ed.)	John Wiley & Sons, Jersey	2012
3,	Јањић, Љ.	Ауторизована предавања (Материјали у е-форми, са портала за е-учење)	ACCJC, Лесковац	2022
4.				

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, independent research of students

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00
practical course work	yes	5.00			
Seminar papers	yes	20.00			
Colloquium	yes	10.00			

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM014 Supply chain management
Professors	Dašić D. Thomas, Lecturer Trajkov B. Aleksandar, Visiting Professor
Subject status	Elective course
ESPB number	5
requirements	No requirements
Subject requirements	No requirements

Aim of the course

In this course, students acquire knowledge on how to integrate all logistical, commercial, financial, IT and other aspects of the concept of supply chain management. Also, students learn to recognize and define the network of connections of all relevant participants in the supply chain, various types of optimizations and rationalizations, all modern techniques and methodologies of supply chain management, in order to commercially promote all activities in the supply chain.

Course outcomes

After the course, students will be able to understand and identify the concept and model of the supply chain; create supply chain ranges within one firm and through relationships with all participants in the supply chain; application of modern strategy in supply chain positioning; design a supply chain network; deepen basic distribution and logistics knowledge within the supply chain; implement modern information technologies in the supply chain

Content of the course

Theoretical lectures

Concept and objective of supply chain; Concept of supply chain management (SCM); Coordination in the supply chain; Strategic supply chain positioning; Basic aspects of practical application of SCM strategy; Designing a supply chain network; Supply chain sustainability; Risk management within the supply chain; Strategy of quick response to the customer; Strategy of effective response to consumers; SCM performance and bandwidth; Key components of modern SCM; The role of electronic business in supply chain coordination; Business applications SCM; Techniques and technologies of SCM system implementation in e-business

Practical lectures

Analyzes of business cases from domestic and international practice; Simulations of real business situations in the digital marketing sector; Analysis of campaign results using internet analytics; Discussions

Literature

Р.бр.	Authors	Title	Publisher	Year
1,	Божић В., Аћимовић С.	Маркетинг логистика	Економски факултет, Београд	2021
2,	Аћимовић, С., Мијушковић, Б.	Међународна логистика	Економски факултет, Београд	2020
3,	Регодић, Д.	Логистика	Универзитет Сингидунум, Београд	2014
4.				

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	2	2	0	0	0

Teaching methods:

Lectures, exercises, presentation of examples from business practice, case studies, preparation and presentation of seminar papers, independent research of students

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
Active participation in lecture classes	yes	5.00	Oral exam	yes	60.00

practical course work	yes	5.00	
Seminar papers	yes	30.00	

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM006 Professional practice
Professors	-, -
Subject status	Compulsory
ESPB number	3
Requirements	No requirements
Subject requirements	No requirements

Aim of the course

Acquiring practical knowledge and training for the application of theoretical knowledge in the field of digital marketing and e-commerce in practice. Application of acquired knowledge in further education and professional work.

Course outcomes

Ability of students for practical application of acquired theoretical knowledge in appropriate fields and job levels, in teamwork, in the field of digital marketing and e-commerce.

Content of the course

Студент је у обавези да обави стручну праксу, у радној организацији која обавља послове из области дигиталног маркетинга или е-трговине. Студент у писаној форми, у облику семинарског рада / дневника стручне праксе, приказује послове које је радио, или присуствовао њиховом извођењу.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,		Company statutes, regulations, procedures, professional instructions and other general company acts as well as other printed and electronic sources		

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	0	0	0	0	6

Teaching methods:

Attendance during work performance, practical work, keeping professional practice diary, presentation and defense of seminar work / professional practice jurnal.

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
regular attendance at professional practice	yes	50.00	prepared and submitted professional practice diary	yes	50.00

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM015 Subject of the final thesis
Professors	-, -
Subject status	Compulsory
ESPB number	5
requirements	Passed all exams from the study program Digital marketing and e-commerce and completed professional practice
Subject requirements	No requirements

Aim of the course

The goal of the course is to enable students to implement the process through the application of acquired professional knowledge and practical skills, that is, conduct research in accordance with the subject of research, collect data and perform research results, make and present conclusions based on the obtained results.

Course outcomes

After successfully mastering the subject, the student acquires the ability to carry out professional research work, define research phases, think critically in professional research work, apply research methods, interpret research results and draw conclusions, and is qualified to write and present professional papers and prepare a final paper.

Content of the course

Defining the problem; Identifying the subject of professional research; Collecting quantitative and qualitative data from primary and secondary sources; Grouping of data; Data analysis using appropriate methods; Research results; Explanation and presentation of research results; Discussion on the topic of the obtained results.

Literature

Р.бр.	Authors	Title	Publisher	Year
1,		Printed and electronic sources of literature in the respective fields		

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	0	0	0	3	0

Teaching methods:

Professional research work, consultations, collection of material, analysis of collected material, discussions

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
data collection and processing	yes	60.00	презентација добијених резултата	yes	40.00

Digital marketing and e-commerce

Specialist Vocational Studies (SSS)

Subject specification

Study program	Digital marketing and e-commerce
Name of the subject	19.DTM016 Final paper
Professors	-, -
Subject status	Compulsory
ESPB number	4
requirements	Previously achieved 52 ESPB
Subject requirements	No requirements

Aim of the course

The goal of the final paper is to show that the student has mastered professional knowledge and skills and acquired the necessary competencies for independent work in the field of digital marketing and e-commerce.

Course outcomes

By creating and defending the final thesis, the student will be able to identify and solve problems in the field of digital marketing and e-commerce, apply the acquired knowledge and specific practical skills in performing activities and tasks in this field, and continue professional training at a higher level of study.

Content of the course

After completing the professional research, the student prepares the final thesis with instructions and consultation with the mentor in a form that contains the following chapters: introduction, theoretical part, treatment of the topic of the final thesis with specific research, research results, conclusion, literature review. The mentor evaluates the final work, states remarks and suggests corrections. After the mentor's consent, an oral defense of the final thesis before an officially appointed committee consisting of at least three members is mandatory.

Literature

R.бр.	Authors	Title	Publisher	Year
1,		Printed and electronic sources of literature in the respective fields		

Total number of active teaching classes:	Lectures	Practical course work			Other classes
		practical course work	DON	STIR	
	0	0	0	0	4

Teaching methods:

Professional research work, consultations, collection of material, analysis of collected material, discussions

Evaluation (maximum points 100)

Pre-exam activities	Compulsory	Points	Final exam	Compulsory	Points
written part of the paper	yes	50.00	oral presentation of the paper	yes	50.00