

<b>Study Programme:</b> Bachelor of Arts in Primary Teacher Education
<b>Course Unit Title:</b> Marketing in Education
<b>Course Unit Code:</b> PTE7
<b>Name of Lecturer(s):</b> Associate Professor Nataša Branković; Assistant Professor Vesna Rodić Lukić
<b>Type and Level of Studies:</b> Bachelor Academic Degree
<b>Course Status (compulsory/elective):</b> Elective
<b>Semester (winter/summer):</b> Winter
<b>Language of instruction:</b> English
<b>Mode of course unit delivery (face-to-face/distance learning):</b> Face-to-face
<b>Number of ECTS Allocated:</b> 6
<b>Prerequisites:</b> None
<b>Course Aims:</b> Introducing students to the basic concepts of marketing and possibilities of application of marketing in educational institutions.
<b>Learning Outcomes:</b> After the successful completion of the course, it <u>is expected</u> that the student knows the basics of marketing as well as the possibilities of applying marketing in educational institutions. Based on the acquired knowledge, the student will be able to design and implement various marketing activities in educational institutions independently.
<b>Syllabus:</b> <i>Theory</i> Specificity of application of marketing in educational institutions. Planning in the function of marketing. Environmental analysis (PEST) and competition analysis (SWOT). The specifics of educational services. Stakeholders of educational institutions. Segmenting, positioning and targeting of the educational market. Marketing research in the function of improving the work of educational institutions. The image and brand of educational institutions. Customer satisfaction and service quality in educational institutions. Marketing mix concept – 7P (product, price, place, promotion, people, the physical environment and processes) of educational institutions. Offline and online marketing communication of educational institutions. New marketing concepts applicable to educational institutions. <i>Practice</i> Conducting analyses in the function of planning. Review of case studies. Designing and researching the educational market. Designing and creating an online and offline marketing strategy for educational institutions. Developing marketing communication tools for educational institutions.
<b>Required Reading:</b> 1. Johanna M. Lockhart (2010). <i>How to Market Your Schools</i> , New York: iUniverse, Inc. 2. Kotler, P., & Fox, K. (1995). <i>Strategic Marketing for Educational Institutions</i> . Englewood Cliffs, New Jersey: Prentice Hall Inc. 3. Andreasen, A. R., & Kotler, P. (2008). <i>Strategic Marketing for Nonprofit Organizations</i> (7th ed.). New Jersey: Pearson Education. 4. Margaret Preedy, Ron Glatter, Christine Wise (2003). <i>Strategic Leadership and Educational Improvement</i> , The Open University, Paul Chapman Publishing, SAGE Publications Company.

<b>Weekly Contact Hours:</b> 2 h and 15 min	<b>Lectures:</b> 1.5 hour	<b>Practical work:</b> 45 minutes	
<b>Teaching Methods:</b> Cooperative learning in a small group of students, workshops.			
<b>Knowledge Assessment (maximum of 100 points): 100</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	5	written exam	25
Practical work	10	oral exam	25
Preliminary exam(s)	20		
Seminar(s)	15		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			