

Course Unit Descriptor

<b>Study Programme:</b> Audiovisual Media			
<b>Course Unit Title:</b> Marketing and Product Placement of Audiovisual Forms			
<b>Course Unit Code:</b> PRO11			
<b>Name of Lecturer(s):</b> Dragin R. Dusica			
<b>Type and Level of Studies:</b> Undergraduate academic studies			
<b>Course Status (compulsory/elective):</b> Compulsory/Elective			
<b>Semester (winter/summer):</b> Summer			
<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> 3			
<b>Prerequisites:</b> None			
<b>Course Aims:</b> To enable students to acquire fundamental theoretical and practical knowledge in the marketing in culture and arts and to learn about the ways and possibilities of applying this knowledge in practice.			
<b>Learning Outcomes:</b> Students are trained to use analytically and creatively the acquired knowledge in the marketing in culture and arts.			
<b>Syllabus:</b>			
<i>Theory</i>			
Theoretical foundation and development of marketing in the economic sector (Marketing mix, Strategic Marketing Planning, Advertising, Media, Public relations, Market research and segmentation), Specificity of marketing in culture and arts and Product Placement of Audiovisual Forms.			
<i>Practice</i>			
From the case study - analysis and discussion, discussion and debate on a given topic, research work.			
<b>Required Reading:</b>			
1. Kolber , F., Marketing u kulturi i umetnosti (Marketing in Culture and Arts), Belgrade, Clio, 2010.			
2. Digi, K., Marketing umetnosti (Marketing art), Clio, Belgrade, 1998.			
3. Jeffins, F., Advertising, Belgrade, Clio, 2003.			
4. Blek, S., Odnosi s javnošću (Public Relations), Belgrade, Clio , 1997			
5. Levinson, J. K., Gerila marketing, Belgrade, IPS, 2008.			
<b>Weekly Contact Hours:</b> 2	<b>Lectures:</b> 2	<b>Practical work:</b> 2	
<b>Teaching Methods:</b>			
Group lectures with the use of supplementary teaching material.			
<b>Knowledge Assessment (maximum of 100 points):</b> 100			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	points
Active class participation	20	written exam	
Practical work		oral exam	40
Preliminary exam(s)	20	.....	
Seminar(s)	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			