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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty**  | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **COMMUNICATION STUDIES & JOURNALISM** |
| Study Module (if applicable) | **COMMUNICOLOGY** |
| Course title | **ADVERTISEMENT AND MEDIA** |
| Level of study | ☒Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | ☒ Obligatory ☐ Elective |
| Semester  |  ☒ Autumn ☐Spring |
| Year of study  | II |
| Number of ECTS allocated | 6 |
| Name of lecturer/lecturers | **IVANA STOJANOVIĆ PRELEVIĆ** |
| Teaching mode |  ☒Lectures ☐Group tutorials ☐ Individual tutorials ☐Laboratory work ☐ Project work ☐ Seminar ☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| *The aim of subject: Studying advertisement campaigns as phenomenon of market communication and contemporary mass media economy. Teaching marketing functions and principles, methods of advertisement and phases, that is operative requirement in market advertisement.**Outcome: Knowing contemporary forms of advertisement expressions and possibility of new forms of advertisement communications. Having a level of knowledge about propaganda and contemporary systems, also knowledge about instruments and ways of communication in media and marketing sphere.*  |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| *Theoretical teaching:**Term, meaning and function of marketing, evaluation of background; historically content of subject research: marketing, propaganda, advertisement; development of advertisment and marketing-characteristics, kinds and forms of media marketing; theory and interpretation of advertisement and advertisement communicative strategy; electronic media and public, contemporary technology influence on media marketing; media in marketing economic conditions; media‘s marketing as main process of management-forming identity i media sphere and verbal, that is visual forms of advertisement communication; contemporary media, target groups and advertisement; global marketing strategy-phases of development, formulation of strategy and internationalisation; strategy of initially market positioning.**Practical teaching**Analysis of concrete selective advertisement, creativity* |
| **LANGUAGE OF INSTRUCTION** |
| ☒Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **5** | **Written examination** |  |
| **Practical teaching** | **5** | **Oral examination** | **60** |
| **Teaching colloquia** | **30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |