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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** | | | | | | |