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	17.3.	3. Activity and participation			10 points			
18.	Grading scale		Less than 50 points		5 (five) (F)			
				From 51 to 60 points		6 (six) (E)		
				From 61 to 70 points		7 (seven) (D)		
				From 71 to 80 points		8 (eight) (C)		
				From 81 to 90 points		9 (nine) (B)		
				From 91 to 100 points		10 (ten) (A)		
19.	Preconditions for taking the final exam			Realized activities from points 15 and 16				
20.	Language			Macedonian (or English)				
21.	Evaluation method	ion method Internal evaluation and survey						
22.	Literature							
		Compulsory literature						
	22.1.	No.	Author	Title	Publisher	Year		
		1.	Снежана Ристевска- Јовановска	Маркетинг на услуги	Економски факултет, Скопје	2012		
		2.	Kotler, P., Armstrong, G., Saunder, J., Wong, V.	Принципи на маркетинг	Prentice Hall	2001		
		Additi	onal literature	1		-		
	22.2.	No.	Author	Title	Publisher	Year		
		1.	Снежана Ристевска – Јовановска, Бошко Јаќовски, Панче Јовановски	Маркетинг на услужни дејности		2008		
		2.	Cristopher Lovelock, Jochen Wirtz	Services Marketing, People, Technology, Strategy	Prentice Hall	2004		