

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Contemporary Topics in Communication			
2.	Code	MKT 450			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 / Fourth year / eighth semester (summer semester)	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Nikolina Palamidovska-Sterjadovska, PhD			
9.	Preconditions for enrolment	None			
10.	<b>Course Objectives (Competencies):</b> After completing the course: <ol style="list-style-type: none"> <li>1. The student needs to understand the importance and role of communication with the public</li> <li>2. The student should gain knowledge about the theoretical foundations of communication with the public</li> <li>3. The student needs to understand the phases of the process of communication with the public</li> <li>4. The student should be able to identify the target public of the organization and create appropriate communication with that public</li> <li>5. The student should understand the basic elements, process, and essence of interactive marketing and data-driven marketing</li> <li>6. The student should know how to use customer data (customer lists) for marketing purposes</li> <li>7. The student should be able to develop a direct communication message, using marketing lists and customer data</li> <li>8. The student should know how to use customer data to create an email marketing campaign</li> </ol>				
11.	<b>Course content:</b> The main focus of this course is on communication with the public, data-driven marketing, and e-mail marketing. By completing this course, students should get acquainted with knowledge about theories of communication and public opinion, the phases of the communication process with the internal and external public, as well as crisis communication. The course also focuses on using data to select/segment customers, create a direct communication message and create an email marketing campaign. <ol style="list-style-type: none"> <li>1. Introduction to communication with the public</li> <li>2. Theories of communication with the public</li> <li>3. Phases of the process of communication with the public</li> <li>4. Creating public opinion and communication with internal and external public</li> <li>5. Crisis communication</li> <li>6. Characteristics and process of interactive and data-driven marketing</li> <li>7. Customer selection and customer relationship management based on customer data</li> <li>8. Offers and direct communication messages</li> <li>9. Email marketing: features and measuring its effectiveness</li> </ol>				
12.	<b>Learning methods:</b> Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60 + 30 + 30 + 15 + 90 = 225 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes	
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes	

		16.2.	Individual assignments	15 classes
		16.3.	Home-study	90 classes
17.	Grading method		60+30+10 = 100 points	
	17.1.	Tests		60 points
	17.2.	Seminar paper / project (presentation: written and oral), laboratory exercises		30 points
	17.3.	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		Internal evaluation and survey	
22.	Literature			
	Compulsory literature			
	No.	Author	Title	Publisher
	1.	Cameron, G.T., Wilcox, D.L., Reber, B.H., and Shin, J.	Public Relations Today: Managing Competition and Conflict	Pearson Education и
	2.	Lattimore, D., Baskin, O., Heiman, S.T., and Toth, E.L.	Public Relations: The Profession and the Practice	McGraw-Hill
	3.	Gunelius, S. (2018)	Ultimate Guide to Email Marketing for Business	Entrepreneur Media Inc.
	4.	Brodie, I.	Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing	Rainmaker Publishing
	5.	Spiller, L. and Baier, M.	Contemporary Direct and Interactive Marketing	Prentice-Hall
22.1.				
	Additional literature			
	No.	Author	Title	Publisher
	1.	Seitel, F.P.	The Practice of Public Relations	Pearson
	2.	Nash, E.	Direct Marketing: Strategy, Planning, Execution	McGraw Hill, 4th edition
22.2.				