

International Marketing Management

Semester VII		
	Course	Credits
		ECTS
1	Marketing management – A Strategic Decision – Making Approach	8
2	New Marketing and PR Rules	6
3	Market Strategy Communication	6
4	Marketing Logistics	5
	Elective Courses (1 out of 2):	
5	Corporate Image	5
6	Economic Diplomacy	5
	Total	30

Literature	
Course	Literature
Marketing management – A Strategic Decision – Making Approach	<i>Маркетинг менаџмент – пристап за донесување на стратедиски одлуки</i> , Џон В. Мулинс, Орвил Ц. Вокер Јуниор, АРС Ламина, 2012
New Marketing and PR Rules	<i>Nova pravila marketinga & PR-a</i> , D.M. Scott, Denona, Zagreb, 2009
Market Strategy Communication	<i>Стратедисје тржишног комуницирања</i> , Д. Врачар, Економски факултет, Белград, 2010
Marketing Logistics	<i>Маркетинг логистика</i> , Vladan Bozic, Slobodan Acimic, Ekonomski fakultet, Beograd, 2012
Corporate Image	<i>Korporativni imidž</i> , Mirjane Babić, Adamić, Rijeka, 2004
Economic Diplomacy	<i>Нова Економска дипломатија</i> , Nicholas, B., Woolcock, S., НАМПРЕС, Скопје, 2007