

Course title: Strategic International Marketing		
Lecturer: Svetlana Mihić		
Course status: Elective, Fourth Semester		
ECTS:12		
Requirements:		
Course aim: The main aim of this course is the familiarization of students with contemporary business approach and practice on the world market and the training of student for the application of principles, instruments and techniques within the framework of concepts of international marketing in business operations. The program encompasses introduction to the national framework of marketing strategies, global framework of marketing strategies and modalities of cooperative marketing strategies, as well as an outline of international marketing programs, and within it, the strategies of internet marketing.		
Course outcome This course is a significant specializing discipline needed for subsequent successful studying of business plans and contents and for the directly applicable knowledge, especially in the field of international economy, corporate management, and European studies. Within the course, the students study the traditional marketing concept (marketing mix), as well as the principles of basic interactive marketing orientation in the digital environment of contemporary marketing. Mastering the elements of modern strategic international marketing concepts enables the build-up of business effectiveness and efficiency, grounded in a strategic and tactical approach to the global, regional and local market, which is important not only for marketing managers, but for the managers at all levels.		
Course content <i>Theory classes</i> <ul style="list-style-type: none"> • Subject matter is designed in five sections: • International scope of marketing • Management of international marketing • Strategies and modalities of international marketing operations • International marketing program • International interactive marketing operations and the internet <i>Practice classes</i> <ul style="list-style-type: none"> • Writing of the accession paper, project 		
Recommended Literature: <ol style="list-style-type: none"> 1. Keegan, Waren, Jović, Mile: <i>Globalni marketing</i> – međunarodno studentsko izdanje za JI Evropu, IntermaPres, Beograd 2008. 2. Bradley, Frank, <i>International marketing strategy</i>, Prentice Hall-FT, Pearson Education, Harlow, 2003. 3. Douglas, S. and Craig, S. <i>Globalna marketing strategija</i>, P.Pregled, Beograd 1997. 4. Jović, Mile, <i>Međunarodni marketing</i>, IntermaNet, Beograd 2006 		
Workload per week:	Lectures: 4	Study research: 6
Teaching methods: The main forms of teaching are: lectures (in a cycle), case studies, presentations, discussion panels, consultations, guest lectures, and internships. The program is based on an interactive approach, and active participation of students is expected.		
Knowledge assessment: Project outline – 20, Project writing – 50, Written and oral presentation of the project – 30 points.		