

**Table 5.2.** Course specification

<b>Study program : Advanced Data Analytics in Business</b>			
<b>Course title: Digital marketing</b>			
<b>Teachers: Aleksandar Grubor</b>			
<b>Status of the course: Elective</b>			
<b>Number of ECTS: 7</b>			
<b>Condition: None</b>			
<b>Goal of the course</b> The objective of the course is to train students for the realization of the steps in the marketing management process in the field of digital marketing.			
<b>Learning outcome</b> Based on the acquired knowledge, students will be able to manage the digital marketing process. It is helpful in the proper implementation of various digital marketing activities in various areas of their application.			
<b>Content of the course</b> <i>Theoretical part</i> 1. week: Defining digital marketing 2. week: Digital marketing myopia, digitalization and marketing paradigm 3. week: Digital marketing and changing the marketing paradigm 4. week: Digital marketing research 5. week: Digital marketing environment 6. week: Targeted marketing 7. week: Market segmentation and selection of target market 8. week: Creating value 9. week: Positioning and differentiation of digital values and experiences 10. week: Marketing mix in the digital environment 11. week: Product / service in a digital environment 12. week: Determining and differentiating online prices 13. week: Distribution channels in the digital environment 14. week: Digital marketing communication 15. week: Organization, implementation and control of digital marketing activities  <i>Practical part</i> Realization of digital marketing research, selection of elements of strategy and tactics of digital marketing.			
<b>Literature</b> 1. Rakić, B., Rakić, M. (2015). Digitalni marketing: integrisani pristup digitalnim marketinškim aktivnostima. Zavod za udžbenike i nastavna sredstva: Beograd 2. Čefi, D., Smit, P.R. (2018). Digitalni marketing: planiranje i optimizacije. Fakultet za medije i komunikacije: Beograd (chosen parts)			
<b>Number of hours of active teaching</b>	<b>Theoretical teaching: 2</b>		<b>Practical teaching: 2</b>
<b>Teaching methods</b> Lectures, excercises, consultations, discussions, using appropriate tools			
<b>Assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	Points	<b>Final exam</b>	Points
Activities during semester	<b>5</b>	Written exam	
Practical part		Oral exam	<b>40</b>
Colloquium (2 times by 20 points)	<b>40</b>	.....	
Seminar paper	<b>15</b>		