



EUROPEAN UNIVERSITY

FACULTY OF ECONOMICS

**STUDY PROGRAM – MARKETING
(GRADUTE STUDIES)**

SECOND CYCLE OF STUDIES (4+1)

Course program

The study program Marketing for Second Cycle of Studies at the Faculty of Economics provides:

- Mandatory courses (up to 60% of the courses),
- Elective courses from the faculty (in the openness of 30% of the courses), and
- Elective courses from a unit of the University (in the volume of 10% of the courses).

Pursuant to the Law on Higher Education, including the Law on Amendments and Supplements to the Law on Higher Education, the students independently decide on the elective courses represented at the university units in accordance with the Rulebook on compatibility of courses adopted by the university.

This study program provides a balanced combination of basic knowledge, as well as a wider vocational training. In this way, students will be encouraged to develop creative and inventive procedures to solve problems related to data collection and information, marketing procedures.

Upon completing one-year studies and defending the master thesis, the student acquires the title: **Master in Marketing.**

With the masters the student acquires 60 ECTS.

Table 1 Study program: Marketing at the Faculty of Economics

(One-year Ssecond cycle studies)

| No | Code | Course | Total number of classes | | Weekly number of classes | | ECTS | Workload | |
|--------------------------------|-----------------------------------------------|----------------------------------------------------|-------------------------|-----------|--------------------------|----------|------|-----------|-------------|
| | | | Lectures | Exercises | Lectures | Exercise | | | |
| 1st Semester | | | | | | | | | |
| 1 | MR511 | Marketing Management | 40 | 30 | 3 | 2 | 7 | 210 | |
| 2 | MR512 | International Marketing | 40 | 30 | 3 | 2 | 7 | 210 | |
| 3 | ME511 | Marketing Management of Small Enterprises | 40 | 30 | 3 | 2 | 7 | 210 | |
| | <i>Two elective courses from list 1 and 2</i> | | | | | | | | |
| 4 | * | Elective faculty course (from List 1) | 35 | 30 | 3 | 2 | 6 | 180 | |
| 5 | ** | Elective university course (from List 2) | 15 | 15 | 1 | 1 | 3 | 90 | |
| 2nd Semester | | | | | | | | | |
| 1 | MR521 | Strategic Marketing | 40 | 30 | 3 | 2 | 7 | 210 | |
| 2 | MR522 | Services Marketing | 40 | 30 | 3 | 2 | 7 | 210 | |
| | <i>One elective faculty course</i> | | | | | | | | |
| 3 | * | Elective faculty course (from List 1) | 35 | 30 | 3 | 2 | 6 | 180 | |
| | | Master Thesis proposal, writing and public defense | 15 | 15 | 1 | 1 | 10 | 300 | |
| | | TOTAL (2nd Cycle) | | | | | | 60 | 1800 |

List of elective faculty courses (List1)

| No | Code | Course |
|----|--------|-------------------------------------|
| | | 1stSemester |
| 1. | MR 514 | Marketing of Commercial Enterprises |
| 2. | ME514 | Entrepreneurship |
| 3. | MR514 | Supply Chain Management |
| 4. | MR514 | Marketing Logistics |
| 5 | MR514 | Non-profit Marketing Management |

| 2nd Semester | | |
|--------------------------------|-------|---------------------------------------|
| 6 | ME523 | Entrepreneurial Marketing Management |
| 7 | MR523 | Marketing in Tourism and Catering |
| 8 | MR523 | Marketing of Agricultural Enterprises |
| 9 | MR523 | Direct marketing |
| 10 | PN523 | Intellectual Property Rights |

List of elective university courses (List N ° 2)

| Elective courses from the University | | |
|---------------------------------------------|---------------------------------------|--------------------------------------|
| 1. | Business ethics | Elective course to the units of EURM |
| 2. | English language | Elective course to the units of EURM |
| 3. | Business planning | Elective course to the units of EURM |
| 4. | Financial management | Elective course to the units of EURM |
| 5. | Special physical education | Elective course to the units of EURM |
| 6. | Economics and crime | Elective course to the units of EURM |
| 7. | Protection of secret data | Elective course to the units of EURM |
| 8. | International Relations and Diplomacy | Elective course to the units of EURM |
| 9. | Multimedia | Elective course to the units of EURM |
| 10. | Internet Technologies | Elective course to the units of EURM |
| 11. | Information Technology | Elective course to the units of EURM |
| 12. | Photography | Elective course to the units of EURM |
| 13. | Modeling | Elective course to the units of EURM |
| 14. | Drawing | Elective course to the units of EURM |
| 15. | Visual Communications | Elective course to the units of EURM |
| 16. | Ergonomics | Elective course to the units of EURM |
| 17. | Preventive Dentistry | Elective course to the units of EURM |
| 18. | Oral hygiene | Elective course to the units of EURM |

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| 1. | Course name | Marketing Management | | | |
| 2. | Course code | MR511 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 7 |
| 8. | Pre-requisites | Marketing, Product, Promotion, Distribution and Sales Channels, Prices | | | |
| 9. | <p>Course goals: By studying this course students need to gain in-depth knowledge about the management in general and management of marketing activities; preparation of a marketing plan, marketing strategies and being able to implement them in practice; combining and integrating the marketing instruments, ie the product, place, promotion and prices; to help the company to achieve success in the performance in the foreign markets as well as in the performance in the domestic market.</p> | | | | |
| 10. | <p>Course contents: The intention of the course is to familiarize students with the marketing management concept in the work of economic and non-economic entities and how it works in practice. In this sense, there is a need for students to gain wider knowledge about the micro and macro environment in which the company operates, responding to the issues and problems of managing the marketing activities, their organization, marketing strategies, and marketing control issues. All this applies to the four marketing instruments: the product, the price, the distribution and the promotion.</p> | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | |
| 12. | Total available time for classes | 7 ECTS x 30 hours =210 hours | | | |
| 13. | Distribution of the available time | 40+30+35+40+65 =210 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 40 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 35 hours | |
| | | 15.2. | Independent work | 40 hours | |
| | | 15.3. | Home studying | 65 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |

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| | | from 81 to 90 points | 9 (nine) (B) |
| | | from 91 to 100 points | 10 (ten) (A) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | |
| 19. | Teaching language | Macedonian or English | |
| 20. | Evaluation methods | Self-Evaluation | |

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| 1. | Course name | International Marketing | | | |
| 2. | Course code | MR512 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 7 |
| 8. | Pre-requisites | Marketing | | | |
| 9. | Course goals: The objective of the course is to familiarize students with International marketing management | | | | |
| 10. | Course contents: Concept of International marketing. Analysis of International marketing. Defining International marketing. Man as a person in International marketing. Typology of companies. States' typology. Analysis of the systems of International marketing. Analysis of the process of International marketing. Research in International marketing. Strategy of entering into the foreign market. Entry into a foreign market - export of goods, export of systems. Entry into a foreign market - transfer of production abroad without venture capital. Entry into a foreign market - transfer of production with a venture capital. Product policy. Product Distribution Policy. Policy of communication abroad (promotion). Pricing policy. International Marketing Mix. Organization and management. Organization of managing marketing activities. Organization of the operational services. Who can be an international marketer (personal and professional qualities). | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | |
| 12. | Total available time for classes | 7 ECTS x 30 hours =210 hours | | | |
| 13. | Distribution of the available time | 40+30+35+40+65 =210 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 40 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 35 hours | |
| | | 15.2. | Independent work | 40 hours | |
| | | 15.3. | Home studying | 65 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | | | 60 points |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | | | 20 points |
| | 16.3. | Activity and participation | | | 20 points |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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| 1. | Course title | Marketing Management of Small Enterprises | | | |
| 2. | Code | ME 511 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit ie institute, department, department) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of ECTS credits | 7 |
| 8. | Prerequisites for enrolling the course | Basics of marketing, Marketing of enterprises | | | |
| 9. | <p>Objectives of the course program (competences): Priority in the course program in the course: Marketing Management for Small Enterprises is given to the study of marketing management in small enterprises to small businesses expressed by entrepreneurial-technology.</p> <p>The aim of the second cycle of students is to master the necessary questions from the basic conceptions of the concepts: definition of small business, how marketing is explored in small business, marketing instruments with basic knowledge and practical application, how it is managed and manages marketing in small business, how small business is organized, and how marketing activities are controlled.</p> | | | | |
| 10. | <p>Course content:</p> <p>1. The role of marketing in small business (after the first part gives an overview of the characteristics of small business, the importance of businesses for Macedonia, starting with small business, business idea, vision, mission goals and strategy, organizational culture of small business, small business life cycle and sources of funding for small businesses).</p> <p>2. Market research in small business (in the second part, the need for marketing research, marketing research, problem definition, form and analysis of research data, market research methods, market structure research, forecasts in small business and segmentation of the small business-market).</p> <p>3. Marketing instruments (in the third section the marketing materials are discussed: the product, the ways of selling the product, the prices of small business products, the promotion of small business-products).</p> <p>4. Managing and managing marketing in small business (in the fourth part, elaborate on the planning of small business, the essence of marketing planning, the preparation of a marketing plan, the establishment of marketing strategies, the development of tactical marketing programs and action plans, the organization of marketing in small business and control of marketing activities).</p> | | | | |
| 11. | Learning Method: Method of case study and discussions | | | | |
| 12. | Total available time | 7 x 30=210 hours | | | |
| 13. | Distribution of the available time | 40+30+35+40+65 = 210 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures-theoretical instruction | 40 hours | |
| | | 14.2. | Exercises (laboratory, auditory), seminars, teamwork | 30 hours | |
| 15. | Other forms of activities | 15.1. | Project assignments | 35 hours | |

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| | | 15.2. | Independent tasks | 40 hours |
| | | 15.3. | Home learning | 65 hours |
| 16. | Method of assessment | | | |
| | 16.1. | Tests | | 60 points |
| | 16.2. | Seminar work / project (presentation-written and oral) | | 20 points |
| | 16.3. | Activity and participation | | 20 points |
| 17. | Grading criteria (points / grade) | | До 50 points | 5 (five) (F) |
| | | | Од 51 до 60 points | 6 (six) (E) |
| | | | Од 61 до 70 points | 7 (seven) (D) |
| | | | Од 71 до 80 points | 8 (eighty) (C) |
| | | | Од 81 до 90 points | 9 (nine) (B) |
| | | | Од 91 до 100 points | 10 (ten) (A) |
| 18. | Requirement for signing and taking the final exam | | Scored 60 % of the points from the two colloquiums or the written exam | |
| 29. | Language of instruction | | Macedonian or English | |
| 20. | Method of monitoring the quality of teaching | | Self-Evaluation | |

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| 1. | Course name | Strategic Marketing | | | |
| 2. | Course code | MR 521 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 7 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Course goals: The aim of the course is for students to become familiar with the marketing strategies applied by modern companies. | | | | |
| 10. | Course contents: Concept of product life cycle, marketing strategies in the introduction phase, marketing strategies in phase of growth, marketing strategies in the stage of maturity, marketing strategies in the saturation and abandonment, then marketing - strategy depending on the position of the enterprise in the market (market strategy of leaders, market strategy of challengers, market strategy of followers) as well as marketing strategy in periods when there is a lack of products, inflation and recession, marketing strategy for global market (estimating the international marketing environment, deciding whether to export and on which markets, decision on how to enter the market, drafting marketing program, organization of marketing). Decision making on the International marketing mix, i.e. the product, the pricing, marketing channels, wholesale and retail trade and economic promotion and advertising. | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 7 x30 = 210 hours | | | |
| 13. | Distribution of the available time | 40+30+35+40+65 = 210 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 40 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 35 hours | |
| | | 15.2. | Independent work | 40 hours | |
| | | 15.3. | Home studying | 65 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Services Marketing | | | |
| 2. | Course code | MR 522 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 7 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Course goals: The goal is for students to become familiar with the specifics of marketing of services | | | | |
| 10. | Course contents: Definition, characteristics and classification of services. The difference between marketing of products and marketing of services. The role of marketing communications in service activities. Distribution of services: service delivery options, role of intermediaries, franchising and international distribution of services. Pricing policy for services. Importance of physical evidence in the marketing of services. Managing front-line people for delivering services. Productivity and service quality. Marketing strategies for service providers. | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 7 x30 = 210 hours | | | |
| 13. | Distribution of the available time | 40+30+35+40+65 = 210 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 40 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 35 hours | |
| | | 15.2. | Independent work | 40 hours | |
| | | 15.3. | Home studying | 65 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

ELECTIVE FACULTY COURSES

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|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Marketing of Commercial Enterprises | | | |
| 2. | Course code | MR 514 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 6 |
| 7. | Pre-requisites | Principles of Marketing | | | |
| 8. | Course goals: The aim of the course is to get students acquainted with the marketing of commercial enterprises. | | | | |
| 9. | Course contents: Trade enterprises - concept, types and meaning, macro and micro environment of commercial enterprises, managing marketing activities in commercial enterprises, marketing planning in commercial enterprises, control and audit of marketing activities in commercial enterprises, application of marketing mix in trade enterprises, practical examples. | | | | |
| 10. | Learning methods: Method of case study and discussions | | | | |
| 11. | Total available time for classes | 6 ECTS x 30 hours = 180 hours | | | |
| 12. | Distribution of the available time | 35+30+30+30+55= 180 hours | | | |
| 13. | Forms of teaching activities | 13.1. | Lectures - Theory | 35 hours | |
| | | 13.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 14. | Other forms of activities | 14.1. | Projects | 30 hours | |
| | | 14.2. | Independent work | 30 hours | |
| | | 14.3. | Home studying | 55 hours | |
| 15. | Method of assessment | | | | |
| | 15.1. | Tests | 60 points | | |
| | 15.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 15.3. | Activity and participation | 20 points | | |
| 16. | Criteria for evaluation (scores/ rate) | to 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) | |
| 17. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 18. | Teaching language | Macedonian or English | | | |
| 19. | Evaluation methods | Self-Evaluation | | | |

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| 1. | Course name | Entrepreneurship | | | |
| 2. | Course code | ME 514 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Management, Management of Small Enterprises, Marketing | | | |
| 9. | <p>Course goals: Objectives of the course program (competences): The aim of the course is for students to get acquainted with entrepreneurship, which is a business activity that brings material benefit to the individual and the collective. From an aspect of development, it is interpreted as an aspiration for success and achieving pecuniary benefit. Entrepreneurship today is an important factor of restructuring both firms and corporations, as well as entire regions, and national economies, and hence its importance as a course of study.</p> | | | | |
| 10. | <p>Course content: Definition of entrepreneurship, areas of entrepreneurship, environment, the role of entrepreneurship in the economy. Creating an effective business, business plan and start of business, ownership and financing, a guide to starting a business. Successes and failures of entrepreneurship, problems and traps faced by the entrepreneur, advantages and weaknesses of entrepreneurship. The course studies the basic characteristics of entrepreneurship and entrepreneurial behavior: innovation, risk, reallocation of resources to the most productive points of use and combination, recombination and substitution of the factors of production. The course also elaborates the experiences of development of the measures and tools for supporting small and medium enterprises, as well as entrepreneurship in developed countries, developing countries and countries in transition, and in the same context in the Republic of Macedonia.</p> | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 6x30=180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 30 hours | |
| | | 15.2. | Independent work | 30 hours | |
| | | 15.3. | Home studying | 55 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 50 points | | 5 (five) (F) | |
| | | from 51 to 60 points | | 6 (six) (E) | |
| | | from 61 to 70 points | | 7 (seven) (D) | |

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|-----|------------------------------------------------------------|------------------------------------------------------------------------|---------------|
| | | from 71 to 80 points | 8 (eight) (C) |
| | | from 81 to 90 points | 9 (nine) (B) |
| | | from 91 to 100 points | 10 (ten) (A) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | |
| 19. | Teaching language | Macedonian or English | |
| 20. | Evaluation methods | Self-Evaluation | |

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| 1. | Course name | Supply Chain Management | | | |
| 2. | Course code | MR 514 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Economics, Marketing | | | |
| 9. | Course goals: The goal is for students to become acquainted with the procurement process in companies | | | | |
| 10. | Course contents: The definition of procurement and its characteristics. Purchasing as a process, business function and professional service in companies. Relationship between procurement and marketing. Procurement and Quality system. Forms and modes of procurement: centralized and decentralized procurement, direct and indirect procurement. Procurement process. Choice and relationships with suppliers (vendors). Implementation and management of purchases. Planning, organizing, executing and controlling of procurement. Control and flow of materials. Measuring and improving the results in procurement. | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 6 x30 = 180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 30 hours | |
| | | 15.2. | Independent work | 30 hours | |
| | | 15.3. | Home studying | 55 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|-----------|
| 1. | Course name | Marketing Logistics | | | |
| 2. | Course code | MR 514 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Objectives of the course program (competences): The aim of this course is to introduce students to the basics of marketing logistics. | | | | |
| 10. | Course content: Goals and tasks of marketing logistics. Decision making on marketing logistics (order processing, warehouse management and inventory management, forwarding, transport, insurance, quality control and quantity). Marketing aspects of quality management. Performance control of marketing distribution and logistics. | | | | |
| 11. | Learning Method: Method of case study, discussions | | | | |
| 12. | Total available time for classes | 6 x30 =180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 | |
| 15. | Other forms of activities | 15.1. | Projects | 30 | |
| | | 15.2. | Independent work | 30 | |
| | | 15.3. | Home studying | 55 | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | | | 60 points |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | | | 20 points |
| | 16.3. | Activity and participation | | | 20 points |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Non-profit Marketing Management | | | |
| 2. | Course code | MR 514 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/9 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Course goals: The purpose of this course is to introduce students to the theoretical and practical aspects of marketing management in the nonprofit sector. | | | | |
| 10. | Course contents: The course opens up opportunities for students to develop analytical skills and critical thinking. The key objective of the course is for students to realize that marketing management in the nonprofit sector is needed just as it is needed in the profit-sector. The purpose of the course is also to familiarize students with the functioning of those enterprises. Through the content of the course, students are introduced to the application of the general principles of management and marketing in these enterprises, as well as the necessary skills of management in non-profit organizations. Through this course students are introduced to the planning process in non-profit organizations as well as the difficulties and specifics of this non-profit sector. This knowledge gives them opportunity to solve specific problems and hence the meaning of this course is also perceived. | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 6 x30 = 180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 30 hours | |
| | | 15.2. | Independent work | 30 hours | |
| | | 15.3. | Home studying | 55 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|----|------------------------|---|
| 1. | Course title | Entrepreneurial Marketing Management | | | |
| 2. | Code | ME523 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit ie institute, department, department) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of ECTS credits | 6 |
| 8. | Prerequisites for enrolling the course | Fundamentals of Marketing, Fundamentals of Management, Business Planning | | | |
| 9. | <p>Objectives of the course program (competences): Priority in the curriculum is given to the study of the characteristics and application of entrepreneurial management, contemporary theories on entrepreneurial management, the essential aspects of entrepreneurship, review and analysis of entrepreneurial marketing management control, market strategies and their guidelines development directions, entrepreneurial plans, behavior entrepreneurs, entrepreneurial economy, corporate marketing management and entrepreneurship in our country.</p> | | | | |
| 10. | <p>Course content:</p> <ol style="list-style-type: none"> 1. Entrepreneurial marketing management as a reality (the first part gives an overview of the characteristics of entrepreneurial marketing management and the application of marketing-management-in-entrepreneurship). 2. Entrepreneurial marketing management and contemporary economic theories (the second part presents Stephen Himer's theories about the company's specific strengths, Raymond Vernon's Raymond Vernon's product life cycle, John Daning's paradigm, and Mike Porter's theory of competitive advantage for nations). 3. The essence of entrepreneurship (the third part explains the emergence and development of entrepreneurship, the universal role of entrepreneurship, the individual and entrepreneurship, the entrepreneur and his role as well as the schools for entrepreneurial marketing-management). 4. Analysis of the entrepreneurial marketing environment (the fourth section emphasizes the behavioral approach of entrepreneurship, the approach to the market, the importance of innovation, the risk to work, the human factor as a resource, and the economic environment and-entrepreneurship) 5. Dealing with market strategies (the fifth section presents models for planning small businesses, business angels, ranking and motivation and investment criteria). 6. Marketing activities and developing an entrepreneurial plan (the sixth part emphasizes the significance of the business plan and types, budget, preparation of the plan and the role of marketing activities in planning). 7. Organization of entrepreneurial behavior (this section presents the motivations in the development and functioning of entrepreneurship, entrepreneurial behavior, culture and the role of dream and creativity as a factor for a successful entrepreneur). 8. Control and execution of entrepreneurial marketing activities (the objective of entrepreneurial control and control of the marketing system in entrepreneurship is represented). 9. Entrepreneurial marketing management and entrepreneurial economy (institutional problems of entrepreneurship, economic boom models of Emilia Romagna, business link | | | | |

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| | organizations-and-business-networks). 10. Corporate Marketing Management (corporate entrepreneurship, interpreter features, corporate endeavors and entrepreneurship planning). 11. Entrepreneurship in the Republic of Macedonia (there are problems for the Macedonian economy, policies for supporting small and medium enterprises, entrepreneurship in European countries, entrepreneurial incubators and zones, where are the Macedonian business angels ?, and without a good investment climate there are no "angelic investors ") | | | |
| 11. | Learning Method: Method of case study and discussions | | | |
| 12. | Total available time | 6 x 30 = 180 hours | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | |
| 14. | Forms of teaching activities | 14.1. | Lectures-theoretical instruction | 35 hours |
| | | 14.2. | Exercises (laboratory, auditory), seminars, teamwork | 30 hours |
| 15. | Other forms of activities | 15.1. | Project assignments | 30 hours |
| | | 15.2. | Independent tasks | 30 hours |
| | | 15.3. | Home learning | 55 hours |
| 16. | Method of assessment | | | |
| | 16.1. | Tests | | 60 hours |
| | 17.2. | Seminar work / project (presentation-written and oral) | | 20 hours |
| | 17.3. | Activity and participation | | 20 hours |
| 17. | Grading criteria (points / grade) | До 50 points | | 5 (five) (F) |
| | | Од 51 до 60 points | | 6 (six) (E) |
| | | Од 61 до 70 points | | 7 (seven) (D) |
| | | Од 71 до 80 points | | 8 (eighty) (C) |
| | | Од 81 до 90 points | | 9 (nine) (B) |
| | | Од 91 до 100 points | | 10 (ten) (A) |
| 18. | Requirement for signing and taking the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | |
| 19. | Language of instruction | Macedonian or English | | |
| 20. | Method of monitoring the quality of teaching | Self-Evaluation | | |

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|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Marketing in Tourism and Catering | | | |
| 2. | Course code | MR 523 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Course goals: The objective of the course is to acquaint students with the theoretical and practical aspects of marketing management in tourism and catering | | | | |
| 10. | Course contents: The main objective of this course is to enable students to understand marketing as a business philosophy in the context of the tourism and hospitality (catering) industry. Students need to acquire knowledge to help them understand the basic elements of marketing: product, price, distribution and promotion in the field of tourism and catering. In this way, students will be introduced to the general principle of marketing and management in enterprises. Students will also be able to understand and solve specific problems in this area that they will meet in practice. | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | |
| 12. | Total available time for classes | 6 x30 = 180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 30 hours | |
| | | 15.2. | Independent work | 30 hours | |
| | | 15.3. | Home studying | 55 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self-Evaluation | | | |

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|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Marketing of Agricultural Enterprises | | | |
| 2. | Course code | MR 523 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Objectives of the course program (competences): The objective of the course is to introduce students to the theoretical and practical aspects of marketing in agricultural enterprises | | | | |
| 10. | Course content: The course opens up opportunities for students to develop analytical skills and critical thinking; The key objective of the course is to familiarize students with the marketing concept for the operation of enterprises in modern conditions. The curriculum of marketing in agricultural enterprises is placed in accordance with the basic tasks and goals of the Faculty of Economics, as well as in accordance with the contemporary world trends in the field of agriculture. With this curriculum, students acquire the necessary knowledge of working in the agricultural sector. The realization of the curriculum is clearly and unambiguously conceived with the expectation that students will acquire knowledge after completion of their studies and will be able to actively engage in this field. Through this, students get to know and notice the confrontational problems and think how to solve such problems. From this it is perceived that the great significance of this course is great. | | | | |
| 11. | Learning Method: Method of case study, discussions | | | | |
| 12. | Total available time for classes | 6 x30 =180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55= 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 | |
| 15. | Other forms of activities | 15.1. | Projects | 30 | |
| | | 15.2. | Independent work | 30 | |
| | | 15.3. | Home studying | 55 | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |

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| | | from 91 to 100 points | 10 (ten) (A) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | |
| 19. | Teaching language | Macedonian or English | |
| 20. | Evaluation methods | Self- Evaluation | |

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|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|----------------------------------|-----------|
| 1. | Course name | Direct Marketing | | | |
| 2. | Course code | MR 523 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | Principles of Marketing | | | |
| 9. | Objectives of the course program (competences): The goal of the program is in a clear, accessible and acceptable way for students to become familiar with the course matter, methods and goals of direct marketing. | | | | |
| 10. | Course content: By studying this course students will gain knowledge about direct communication of enterprises with carefully selected individual consumers to get a quick response and to nurture lasting mutual relationships. Companies use databases to harmonize their offers with the needs of the closely-defined segments and individual buyers. Direct marketing encompasses all activities that are related to the immediate sale of the company's products to consumers, without the use of intermediaries, which is why it is also referred to as marketing for direct sales. Today, with the explosion of various electronic media (e-mail, Internet, online services, telemarketing), a growing number of companies sell their products and services directly to consumers without intermediaries. All this makes direct marketing attractive and quite inexpensive way of marketing communication. Students will get acquainted with all the instruments of direct marketing, its advantages and disadvantages and combined use with other instruments from the promotional mix. | | | | |
| 11. | Learning Method: Method of case study, discussions | | | | |
| 12. | Total available time for classes | 6 x30 =180 hours | | | |
| 13. | Distribution of the available time | 35+30+30+30+55= 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 35 | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 | |
| 15. | Other forms of activities | 15.1. | Projects | 30 | |
| | | 15.2. | Independent work | 30 | |
| | | 15.3. | Home studying | 55 | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | | | 60 points |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | | | 20 points |
| | 16.3. | Activity and participation | | | 20 points |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | | |
| 19. | Teaching language | Macedonian or English | | | |
| 20. | Evaluation methods | Self- Evaluation | | | |

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|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------|----------------------------------|---|
| 1. | Course name | Intellectual Property Rights | | | |
| 2. | Course code | PN523 | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM – Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | 5/10 | 7. | Number of credits according ECTS | 6 |
| 8. | Pre-requisites | General and basic knowledge of an economic theory and law | | | |
| 9. | Course goals: The purpose of the course is to train students for the following: To understand the complex system of Intellectual Property Law as a system of norms for regulating industrial property and copyright and related rights. Understand the different types of intellectual property rights, their occurrence, change and protection. To be able to manage the courseive rights of Intellectual Property. To prepare for successful involvement in the protection of industrial property rights by passing professional exams for representatives in the field. To gain the ability to efficiently apply the regulations in this area as a relatively new and important legal area | | | | |
| 10. | Course contents: Intellectual creativity and specific activities of people in the industry, science and art are an opportunity for economic development, but also a challenge for the right to their proper standardization. The course therefore presents the basics of industrial property, copyright and the right to prevent unfair competition. The program includes content related to the definition, the evolution and development of the Intellectual Property Law, the relationship with other legal branches, domestic and international sources of this Law. Special attention will be paid to the established law of industrial property rights, copyright and related rights, their protection and legal protection. | | | | |
| 11. | Learning methods: Case studies and discussions | | | | |
| 12. | Total available time for classes | 6 ECTS * 30 = 180 | | | |
| 13. | Distribution of the available time | 35+30+30+30+55 = 180 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures – Theory | 35 | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 30 | |
| 15. | Other forms of activities | 15.1. | Projects | 30 | |
| | | 15.2. | Independent work | 30 | |
| | | 15.3. | Home studying | 55 | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | 60 points | | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | | |
| | 16.3. | Activity and participation | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |

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| | | from 91 to 100 points | 10 (ten) (A) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | |
| 19. | Teaching language | Macedonian or English | |
| 20. | Evaluation methods | Self-Evaluation | |

ELECTIVE UNIVERSITY COURSES

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|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|------------------------------------------------|----------------------------------|-----------|
| 1. | Course name | Business Ethics | | | |
| 2. | Course code | | | | |
| 3. | Study program | Marketing | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | | |
| 6. | Academic year / semester | | 7. | Number of credits according ECTS | 3 |
| 8. | Pre-requisites | | | | |
| 9. | <p>Course goals: The goal is the students to adopt the terms moral and ethics as a foundation of the contemporary economic working, as well as their impact on the business relationships and interaction with the clients (target groups). The goal of business ethics, and by pointing the examples from the practice, is the students to get acquainted with the moral problems and dilemmas from the experience in everyday working in the business, but also with the manner of their resolution in the manager's every day work.</p> | | | | |
| 10. | <p>Course contents: The content of this course covers the moral and ethics in contemporary economic relationships and business cycles. The course involves learning the types of moral and ethics, as well as the terms working moral, bonton, diligence, professionalism etc. A course of elaboration of business ethics as a science, are the values and norms incorporated in labor function, and an emphasis is devoted to the application of the ethic norms in the concrete environments, decanted in codes of the business world.</p> | | | | |
| 11. | Learning methods:Method of case study, discussion | | | | |
| 12. | Total available time for classes | 3 ECTS * 30 hours= 90 hours | | | |
| 13. | Distribution of the available time | 45+10+10+10+15=90 hours | | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 45 hours | |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 10 hours | |
| 15. | Other forms of activities | 15.1. | Projects | 10 hours | |
| | | 15.2. | Independent work | 10 hours | |
| | | 15.3. | Home studying | 15 hours | |
| 16. | Method of assessment | | | | |
| | 16.1. | Tests | | | 60 points |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | | | 20 points |
| | 16.3. | Activity and participation | | | 20 points |
| 17. | Criteria for evaluation (scores/ rate) | to 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) | |

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|-----|------------------------------------------------------------|------------------------------------------------------------------------|
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam |
| 19. | Teaching language | Macedonian or English |
| 20. | Evaluation methods | Self-Evaluation |

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|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------|---------------|
| 1. | Course name | Business English | | |
| 2. | Course code | | | |
| 3. | Study program | Marketing | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | |
| 6. | Academic year / semester | | 7. Number of credits according ECTS | 3 |
| 8. | Pre-requisites | Orthographic knowledge of the English language, knowledge of basic grammar and vocabulary | | |
| 9. | Course goals: Upon completion of the course students will master the most important communication skills from the field of economics. They will be able to improve their oral communication, actively use all language components and apply the basic principles of written correspondence. | | | |
| 10. | Course contents: Within this course students will further their grammar knowledge and perfect communication skills not only in everyday communication, but in the use of course-specific vocabulary. | | | |
| 11. | Learning methods: Method of case study, discussion | | | |
| 12. | Total available time for classes | 3 ECTS * 30 hours= 90 hours | | |
| 13. | Distribution of the available time | 45+10+10+10+15=90 hours | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 45 hours |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 10 hours |
| 15. | Other forms of activities | 15.1. | Projects | 10 hours |
| | | 15.2. | Independent work | 10 hours |
| | | 15.3. | Home studying | 15 hours |
| 16. | Method of assessment | | | |
| | 16.1. | Tests | 60 points | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | |
| | 16.3. | Activity and participation | 20 points | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | |
| 19. | Teaching language | Macedonian or English | | |
| 20. | Evaluation methods | Self-Evaluation | | |

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|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------|---------------|
| 1. | Course name | Business Planning | | |
| 2. | Course code | | | |
| 3. | Study program | Marketing | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM - Faculty of Economics | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | |
| 6. | Academic year / semester | | 7. Number of credits according ECTS | 3 |
| 7. | Pre-requisites | Managerial economics, Marketing, Management. | | |
| 8. | Course goals:Aim of the course is to introduced with business planning. | | | |
| 9. | Course contents:Character and concept of business planning. Essentially elements, reasons for expansion, categories. Importance of planning (meaning, need, distribution and disadvantages). Models of business planning. The relationship between the plan and management. Products of the planning process. Objectives (mission, goals, setting, significance, characteristics). Business policy (definition, characteristics, classification, species, time horizon and audit). Strategic and tactical planning. Prerequisites for rational planning. Prediction (economic horizon, assumptions, choice of methods, forecasting and planning, intuitive methods, statistical methods, quantitative methods, evaluation of the prediction). System information, methodology, organization, decision making, and planning methods. Current planning. Essence and areas of application for business decision making. | | | |
| 10. | Learning methods:Method of case study, discussion | | | |
| 11. | Total available time for classes | 3 ECTS * 30 hours= 90 hours | | |
| 12. | Distribution of the available time | 45+10+10+10+15=90 hours | | |
| 13. | Forms of teaching activities | 15.1. | Lectures - Theory | 45 hours |
| | | 15.2. | Exercises (lab, auditory), seminars, team work | 10 hours |
| 14. | Other forms of activities | 16.1. | Projects | 10 hours |
| | | 16.2. | Independent work | 10 hours |
| | | 16.3. | Home studying | 15 hours |
| 15. | Method of assessment | | | |
| | 17.1. | Tests | 60 points | |
| | 17.2. | Seminar works/ projects (presentation: oral and written) | 20 points | |
| | 17.3. | Activity and participation | 20 points | |
| 17. | Criteria for evaluation (scores/ rate) | to 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) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | | |
| 19. | Teaching language | Macedonian or English | | |
| 20. | Evaluation methods | Self-Evaluation | | |

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| 1. | Course name | Financial Management | | |
| 2. | Course code | | | |
| 3. | Study program | Marketing | | |
| 4. | Organizer of the study program (unit, institute, department, division) | EURM – Faculty of Economics | | |
| 5. | Degree (first, second, third cycle) | Second cycle (4+1) | | |
| 6. | Academic year / semester | | 7. | Number of credits according ECTS |
| | | | | 3 |
| 8. | Pre-requisites | Fundamentals of Economics, Business Mathematic | | |
| 9. | Course goals: The main objective of this course is to acquire theoretical and practical knowledge in the field of financial management. Basic emphasis will be given to the realization of the basic scientific achievements that are applied in the contemporary world investment practice. | | | |
| 10. | Course contents: Financial management, as a special finance area, incorporates the relevant issues in the area of financial structure, taxation, conditions and method of making final financial decisions by the company. The course covers necessary content for students to finance master, especially the part that relates to their corporations finance management. The course content focuses on mastering the concept of money time dimension, determining the relationship between risk and yield, securities valuation and evaluating and understanding financial derivatives. The course is focused on financial reports analysis, financial analysis and planning. The overall activity of the enterprise can be presented as a set of investment, financial and operational activities and accurately determined means and sources for their execution. The ultimate goal of all activities is the increase value of the company, that is, the increase in the shareholders wealth, which is done through the design and realization of the desired relationship between the yield and the risk and the management of the funds and the sources of capital. Financial management provides a response and a proposal for use, ie for using the funds, providing sources for their financing, the cost of capital, deciding on the distribution of profits, the dividend policy, making the ultimate goal viable. | | | |
| 11. | Learning methods: Method of case study, discussion. | | | |
| 12. | Total available time for classes | 3 ECTS * 30 hours= 90 hours | | |
| 13. | Distribution of the available time | 45+10+10+10+15=90 hours | | |
| 14. | Forms of teaching activities | 14.1. | Lectures - Theory | 45 hours |
| | | 14.2. | Exercises (lab, auditory), seminars, team work | 10 hours |
| 15. | Other forms of activities | 15.1. | Projects | 10 hours |
| | | 15.2. | Independent work | 10 hours |
| | | 15.3. | Home studying | 15 hours |
| 16. | Method of assessment | | | |
| | 16.1. | Tests | 60 points | |
| | 16.2. | Seminar works/ projects (presentation: oral and written) | 20 points | |
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| 17. | Criteria for evaluation (scores/ rate) | to 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) |

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|-----|------------------------------------------------------------|------------------------------------------------------------------------|--------------|
| | | from 81 to 90 points | 9 (nine) (B) |
| | | from 91 to 100 points | 10 (ten) (A) |
| 18. | Conditions for getting the sign and passing the final exam | Scored 60 % of the points from the two colloquiums or the written exam | |
| 19. | Teaching language | Macedonian or English | |
| 20. | Evaluation methods | Self-Evaluation | |