

## International Marketing Management

Semester VIII		
	Course	Credits
		ECTS
1	Marketing pricing policy	8
2	B2B Brand Management	7
3	Bachelor thesis	10
	Elective Courses (1 out of 2):	
4	Media Marketing	5
5	Modern sales	5
	<b>Total</b>	<b>30</b>

Literature	
Course	Literature
Marketing pricing policy	<i>Teorija i politika cena</i> , Д.Здравковиќ, Б.Стојановиќ, Д.Ѓорѓевиќ, Ниш, 2003
Б2Б Бренд менаџмент	<i>B2B Brend menadžment</i> , Filip Kotler i Valdemar Ferč, Novi Sad, ASEE, 2007
Media Marketing	<i>Marketing u medijima</i> , Megatrend univerzitet, Beograd 2010
Modern sales	<i>Suvremena prodaja</i> , G. L. Manning, B. L. Reece, Mate d.o.o., Zagreb, 2008

Upon completion of the fourth year of studies, students are awarded 240 credits and an academic title of: **Bachelor of Economics, Module: International Marketing Management**