

<b>Study program:</b> Management of business and logistics, Business informatics and e-business			
<b>Course name:</b> Marketing information system			
<b>Professor:</b> Mira R. Avramovic, PhD			
<b>Subject status:</b> elective course			
<b>ECTS:</b> 4			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b> The aim of the course is familiarize students with modern theoretical and practical aspects of marketing information system and its importance for entrepreneurs and managers of trade organizations.			
<b>Course outcomes</b> Students will be able to apply modern achievements of marketing information system during market research, select and implement strategies of market appearance.			
<b>Content of the course</b> <i>Theoretical lectures</i> Importance of market research; Market research process; Specific areas of market research; The concept of marketing information systems; Structure and functioning of marketing information systems; Marketing information system components; Design, organization and control of marketing information systems. <i>Practical course work</i> Selection of methods for market research; Defining the basic set and sample of research; Training of personnel for field work; Processing, analysis and formulation of conclusions and recommendations; Presentation of research results; On line marketing research; Marketing information system in the function of research of supply and demand; Marketing information system for the needs of sales analysis; Marketing information system and market segmentation; Marketing information system and consumer segmentation; Marketing information system and management information system.			
<b>Literature</b>			
<ul style="list-style-type: none"> <li>• Љ. Станковић, М. Аврамовић, Маркетинг истраживања, Виша економска школа, Лесковац, 2007.</li> <li>• Љ. Станковић, С. Ђукић, Маркетинг истраживања – студије случаја, Економски факултет, Ниш, 2006.</li> </ul>			
<b>Total number of active teaching classes</b>	<b>Lectures:</b> 15	<b>Practical course work:</b> 30	
<b>Teaching methods</b> Lectures; practical course work, presentations of good examples of professional practice, case studies			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	<b>Points</b>	<b>Final exam</b>	<b>Points</b>
Active participation in lecture classes	5	Written exam	/
Active participation in practical course work	5	Oral exam	45
Colloquium 1	30	.....	
Colloquium 2	/		
Term paper(s)	15		