

<b>Study program:</b> Management of food technology and gastronomy			
<b>Course name:</b> Business communications			
<b>Professor:</b> Mira R. Avramović, PhD			
<b>Subject status:</b> elective course			
<b>ECTS:</b> 6			
<b>Requirements:</b> no requirements			
<b>Aim of the course</b> The aim of the course is to familiarize the students with the notion of business communications, their role and importance, market communication, concept of integrated marketing communications, instruments of mass communications and business communications ethics.			
<b>Outcome of the course</b> After successfully completing the course, students will be able to: comprehend the role and importance of business communications in an organization's functioning, define and realize the strategy of an organization's market communication with the environment; students will be able to apply instruments of business communication, understand the concept of integrated marketing communications, combine traditional and modern forms of communications as a basis for a successful organization management and apply ethics in business communications of an enterprise.			
<b>Content of the course</b> <i>Theoretical lectures</i> Business strategy of communication with the environment; Internal business communications; Strategy of business communication with an international environment; Promotional strategies; Company's communication mix; Economic propaganda as an instrument of business communications; Public relations as an instrument of business communications; Sales promotion as an instrument of business communications; Direct marketing as an instrument of business communications; Internet as an instrument of business communications; Personal sale as an instrument of business communications; New tendencies in personal sale as an instrument of business communications; Communicative competence of instruments of marketing mix; Concept of integrated marketing communications; Ethics in business communications. <i>Practical course work</i> Development of the process of communication; Forms of the communication process; The analysis of internal and external environment; The choice of market communication strategy; Case Studies: NIKE i TITLEIST, Febreze, PEPSI, Mercedes-Benz, Eli Lilly, Pfizer, PHOTO PORST, YAHOO, Alfa-plam, British Petroleum, American Cyanamid, Pioneer, Benetton, Volkswagen, Stern			
<b>Literature</b> <ul style="list-style-type: none"> <li>• Станковић Љ., Аврамовић М., <i>Пословно комуницирање</i>, Економски факултет, Ниш, 2006.</li> <li>• Аврамовић М., <i>Збирка случајева из маркетинг комуницирања</i>, Виша економска школа, Лесковац, 2006.</li> </ul>			
<b>Total number of active teaching classes</b>		<b>Lectures: 30</b>	<b>Practical course work: 30</b>
<b>Teaching methods</b> Lectures; practical course work, presentations of good examples of professional practice, case studies, preparation and presentation of term papers.			
<b>Evaluation (maximum points 100)</b>			
<b>Pre-exam activities</b>	Points	<b>Final exam</b>	Points
active participation in lecture classes	5	Written exam	
active participation in practical course work	5	Oral exam	45
Colloquium	30	.....	
Term papers	15		