

Course Name	Television media marketing		
Code	TBD		
Type	Non-mandatory (optional)		
University Level	Undergraduate		
Year	TBD	Semester	TBD
ECTS	5 ECTS points		
Lecturer	Duje Petričević, lecturer		
Gained competencies after completion	<p>Overall competencies:</p> <ol style="list-style-type: none"> 1. Understanding the traditional media and its connection to marketing, as well as the opportunity of marketing a product via new media, especially social media. Using the technology in order to create a more influential and profitable brand. <p>Particular, theoretical and practical proficiencies:</p> <ol style="list-style-type: none"> 1. Evaluating trends steering economic growth of both media and marketing industries. Distinguishing between a fad and a favourable business cycle. 2. Using Web 2.0 to one's advantage. 3. Creating a synergy between marketing a media, opportunities for a unified, unambiguous marketing message serving to further strengthen the brand value. 4. Analyse marketing campaigns and offer favourable modifications, create a uniform marketing image and convey a clear message tailored to the target audience. 		
Enrolment prerequisites	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.		
Course contents	<ol style="list-style-type: none"> 1. The genesis of television media and its interconnectedness with the marketing. 2. Promotion, PR, propaganda – genesis, evolution and evaluation. 3. Branding concepts and components. 4. Goodwill value. 5. The most important asset of a successful company – the intangible. 6. Communicating the right message in a clear and concise manner – the creation of a faithful customer. The difference between focus on profit and on the prospective customer. 7. New media, Web 2.0 and the concept of the personal brand and socioeconomic networking. 		
Recommended literature	<ol style="list-style-type: none"> 1. Didner, P. (2014), <i>Global Content Marketing: How to Create Great Content</i>, McGraw-Hill 2. Manovich, L. (2002), <i>The Language of New Media</i>, The MIT Press 		
Additional literature	<ol style="list-style-type: none"> 1. Adair, J. (2007), <i>Decision Making & Problem Solving Strategies</i>, Kogan Page, Philadelphia 		
Education execution	Lectures, seminars and practical lessons.		
Exam prerequisites	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.		
Methods for assessing the attained practical skill and theoretical knowledge, exam execution	Practical assignments, 2 preliminary exams, written and oral exam, carried by the lecturer.		
Language in which the course will be carried out	English		
Methods for determining the quality of lessons, as well as the exam	Internally, carried out by surveying the students. Of course, the survey is completely anonymous. Externally, by evaluations of the experts in the field.		