

MARKETING PRACTICE THROUGH BIG DATA (5 ECTS)

Objectives of this course are to introduce students with main insights in big data management and provide an understanding of the issues present in planning and implementing big data in marketing practice.

	<u>General objectives of the course</u>	<u>Specific objectives of the course</u>
1.	Students will have a developed system of values in which a central role is to understand the crucial aspect of ethical and responsible business doing.	Students will have an opportunity to identify problems regarding unethical aspects in business as well as the relevance of corporate social responsibility using case studies and through examination of their knowledge in tests questions.
2.	Students will acquire fundamental knowledge in big data management.	Students will examine literature (text books) in big data in marketing field, which will help them to acquire needed knowledge crucial for resolving problems in case studies, accomplishing tasks and meeting goals of tests. They will work on a project that will give them a clear practical knowledge.
3.	Students will be efficient in communication skills and have good presentation skills. (Written and spoken).	Students will manage a project and will present the final project to the "Board members" (we will bring real professionals to act as "Board of Directors"
4.	Students will have ability of continuous adoption to new conditions on business as it is necessary for survival of any business.	Students will be able to identify main components of business environment (economic, social, cultural, political, technological, legal, and ecological) and give examples of ways in which these are differentiated from country to country and ideas of probable adoption techniques to these differences.