

**STRUCTURE OF THE MARKETING MANAGEMENT PROGRAM -
FIRST CYCLE OF FOUR-YEAR STUDIES**

Courseprograms, firstyear - firstsemester

N o.	Course code	Course	ECTS	Classes	Total Enga gemen t
1.	4EK100117	PrincipalsofEconomics	6	2+2+2	180
2.	4EK110117	EnterpriseEconomics	6	2+2+2	180
3.	2FI111712	BusinessMathematics	6	2+2+2	180
4.		OptionalFacultysubjectfrom List No.1-1	6	2+2+2	180
5.		OptionalFacultyCoursefrom List No.1-2	6	2+2+2	180
6.		Sportandrecreation			
Total ECTS			30		900

List No.1-1ofelectivecourses (1 elective)

N o.	Course code	Course	ECTS	Classes	Total Enga gemen t
1.	4PF111517	Business Law	6	2+2+2	180
2.	4EK122017	Fundamentals of Accounting	6	2+2+2	180

List No.1-2 ofelectivecourses (1 elective)

N o.	Course code	Course	ECTS	Classes	Total Enga gemen t
1.	4EK134917	Business Communication	6	2+2+2	180
2.	4EK100517	International Economics	6	2+2+2	180

Courseprograms, firstyear, secondsemester

No.	Course code	Course	ECTS	Classes	Total Engage ment
1	4EK104417	Business Statistics	6	2+2+2	180
2	4EK130117	Marketing	6	2+2+2	180
3	4EK131217	Management	6	2+2+2	180
				2+2+2	

4		OptionalFacultyCoursefrom List No.2-1	6	2+2+2	180
5		Universityelectivecoursefromlist No.9	4	2+1+1	120
	4EK139617	Practicallessons*	2	0+0+2	60
Total ECTS			30		900

* Practicallessons - compulsoryrealizationfortransferinthenextacademicyear, onlyforfirstcyclestudies. Performedfor 30 days.

List No. 2-1 ofelectivecourses (1 subjectisselected)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK100717	HistoryofEconomicThought	6	2+2+2	180
2	4EK103417	EnterpriseEconomics	6	2+2+2	180

Courseprograms, secondyear, thirdsemester

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK130517	Marketing research	6	2+2+2	180
2	4EK135917	Production management	6	2+2+2	180
3	4EK111317	Financial management	6	2+2+2	180
4		OptionalFacultyCoursefrom List No.3-1	6	2+2+2	180
5		OptionalFacultyCoursefrom List No.3-2	6	2+2+2	180
Total ECTS			30		900

List No. 3-1 ofelectivecourses (1 subjectisselected)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK135117	Small BusinessManagement	6	2+2+2	180
2	4EK131017	MarketingPricingPolicy	6	2+2+2	180

List No. 3-2 ofelectivecourses (1 subjectisselected))

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK132017	Entrepreneurship	6	2+2+2	180
2	4EK133417	Human Resource Management	6	2+2+2	180

Course programs, second year, fourth semester

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK131317	Strategic Marketing	6	2+2+2	180
2	4EK111517	Banking	6	2+2+2	180
3	4EK120117	Financial Accounting	6	2+2+2	180
4		Optional Faculty Course from List No.4	6	2+2+2	180
5		University elective course from list No.9	4	2+1+1	120
	4EK139717	Practical lessons *	2	0+0+2	60
Вкупно ECTS			30		900

* Practical lessons - compulsory realization for transfer in the next academic year, only for first cycle studies. Performed for 30 days.

List No. 4 of elective courses (1 subject is selected)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK100217	Macroeconomics	6	2+2+2	180
2	4EK131517	Consumer behavior	6	2+2+2	180

Course programs, third year, fifth semester

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK135417	Strategic Management	6	2+2+2	180
2	4EK103917	Economics of Innovation	6	2+2+2	180
3	4EK120417	Analysis of Financial Statements	6	2+2+2	180
4		Optional Faculty Course from List No.5-1	6	2+2+2	180
5		Optional Faculty Course from List No.5-2	6	2+2+2	180
Total			30		900

List No. 5-1 of elective courses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK134717	Decision Making Theory	6	2+2+2	180
2	4EK104317	Transport and Logistics	6	2+2+2	180

List No. 5-2 of elective courses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK135717	Banking Marketing	6	2+2+2	180
2	4EK110517	Financial Markets and Institutions	6	2+2+2	180

Course programs, third year, sixth semester

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK131917	Marketing Management	6	2+2+2	180
2	4EK134517	Business Planning	6	2+2+2	180
3	4EK132417	Marketing Channels	6	2+2+2	180
4		Optional Faculty Course from List No. 6	6	2+2+2	180
5		University elective course from list No.9	4	2+1+1	120
	4EK139817	Practical lessons *	2	0+0+2	60
Total			30		900

* Practical lessons - compulsory realization for transfer in the next academic year, only for first cycle studies. Performed for 30 days.

List No. 6 of elective courses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK103217	Foreign trade	6	2+2+2	180
2	4EK130317	E-business	6	2+2+2	180

Course programs, fourth year, seventh semester

No.	Course code	Course	ECT	Classes	Total Enga

			S		gement
1	4EK120217	Managerial Accounting	6	2+2+2	180
2	4EK135317	Investment Management	6	2+2+2	180
3	4EK102517	Econometrics	6	2+2+2	180
4		OptionalFacultyCoursefrom List No. 7-1	6	2+2+2	180
5		OptionalFacultyCoursefrom List No. 7-2	6	2+2+2	180
Total			30		900

List No. 7-1 ofelectivecourses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK135217	Project Management	6	2+2+2	180
2	4EK112517	Electronic Banking	6	2+2+2	180

List No. 7-2 ofelectivecourses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK120717	Accounting Control Systems	6	2+2+2	180
2	4EK120817	Internal Audit	6	2+2+2	180

Courseprograms, fourthyear, eighthsemester

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK104217	International Business	6	2+2+2	180
2	4EK113317	Corporate Finance	6	2+2+2	180
3		OptionalFacultyCoursefrom List No.8	4	2+1+1	120
4		Universityelectivecoursefromlist No.9	4	2+1+1	120
5	4EK139917	Practicalteaching - interdisciplinaryproject	4	0+0+4	120
6		Graduatethesis	6	0+0+6	180
Total			30		900

Practicalteaching - interdisciplinaryprojectisplannedin 8th semesterandwillbeevaluatedwith 4 ECTS. Thementorshouldcoveroftheprofessionalsubjectsofthefaculty. Itwillbeperformed 2

days a week for 4 hours, or one day a week for 8 hours.

List No.8 of elective courses (1 elective)

No.	Course code	Course	ECTS	Classes	Total Engagement
1	4EK111917	International Finance	4	2+1+1	120
2	4EK1010317	Public Finance	4	2+1+1	120

List No. 9 of electives from the List of university courses for the first cycle studies (4 - four elective courses)

Code	LIST OF UNIVERSITY COURSES SEMESTERS II, IV, VI AND VIII			
	Course	Credits	Classes	Total
UGD100117	Macedonian literature and culture	4	0+0+4	120
UGD100217	Macedonian language and spelling	4	0+0+4	120
UGD100317	Ethics	4	0+0+4	120
UGD100417	Macedonian History	4	0+0+4	120
UGD100517	Copyrights	4	0+0+4	120
UGD100617	Tolerance and conflict resolution	4	0+0+4	120
UGD100717	Business systems	4	0+0+4	120
UGD100817	Tourism industry	4	0+0+4	120
UGD100917	Entrepreneurship and Innovation	4	0+0+4	120
UGD101017	Management of self-development and behavior	4	0+0+4	120
UGD101117	Business Economics	4	0+0+4	120
UGD101217	Choral singing	4	0+0+4	120
UGD101317	Music and art	4	0+0+4	120
UGD101417	An Introduction to Film History	4	0+0+4	120
UGD101517	Dramaturgy	4	0+0+4	120
UGD101617	Basics of drawing	4	0+0+4	120
UGD101717	History of Classical Painting	4	0+0+4	120
UGD101817	Health promotion	4	0+0+4	120
UGD101917	Oral health and hygiene	4	0+0+4	120
UGD102017	Precious and semiprecious minerals	4	0+0+4	120
UGD102117	Earth science	4	0+0+4	120
UGD102217	Life Science	4	0+0+4	120
UGD102317	Environmental Protection	4	0+0+4	120
UGD102417	Intelligent electronic components and devices	4	0+0+4	120
UGD102517	Experiment planning	4	0+0+4	120
UGD102617	History of clothing	4	0+0+4	120
UGD102717	Management and quality control	4	0+0+4	120
UGD102817	Informatics	4	0+0+4	120
UGD102917	Programming Basics	4	0+0+4	120