

Semester VI		
	Course	Credits ECTS
1	Tourism development and planning	8
2	Tourist destinations	6
3	Promotion and marketing in electronic media	6
4	Brand Management	5
Elective Courses (1 out of 2):		
5	Event Management	5
6	Competitive advantage	5
	Total	30

Literature	
Course	Literature
Tourism development and planning	Развој и планирање на туризмот. Михајло Будиноски. УТМС. 2010.
Tourist destinations	Worldwide Destinations. Boniface B., Cooper C., Elsevier. 2009.
Promotion and marketing in electronic media	Promocija i marketing elektronskih medija. Istman, Suzan T., Daglas A. Ferguson, Robert., Klajn., A. Klio, Beograd. 2004.
Brand Management	Brend menadzment u savremenim trzisnim uslovima. Veljkovic, S. Ekonomski Fakultet, Beograd. 2010.
Event Management	Menadžment događaja. Aleksandar Andrejević, Aleksandar Grubor. Educons University. Sremska Kamenica. 2007.
Competitive advantage	Konkurentska prednost. Porter, M. E. Masmedia d.o.o., Zagreb. 2008.