



PROMOTIONAL STRATEGY OF ADA MASTER STUDY PROGRAM AT UNIVERSITY OF NOVI SAD



Project acronym:	ADA
Project full title:	Advanced Data Analytics in Business
Project No:	598829-EPP-1-2018-1-RS-EPPKA2-CBHE-JP
Funding scheme:	ERASMUS+
Project start date:	November 15, 2018
Project duration:	36 months

Abstract	This is the strategy for promotion of ADA master program at University of Novi Sad. This strategy sets the main goals of promotional campaign, mechanisms, target groups, and promotional activities in the context of higher educational market in Serbia and abroad and main features of study program as accredited in June 2021.
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1.0	12.12.2021.	First version	UNS

DISCLAIMER

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INTRODUCTION

This is the strategy for promotion of ADA master program at University of Novi Sad. This strategy sets the main goals of promotional campaign, mechanisms, target groups, and promotional activities in the context of higher educational market in Serbia and abroad and main features of study program as accredited in June 2021.

MAIN CHARACTERISTICS OF ADA MASTER AT UNS

Name of the study program	Advanced Data Analytics in Business
Independent higher educational institution where the study program is conducted	University of Novi Sad
Higher educational institution where the study program is conducted	Faculty of Economics in Subotica, Department in Novi Sad
Educational-scientific/educational-artistic field	Interdisciplinary studies
Scientific, professional or artistic field	Economics Sciences and Electro-technical and computer engineering
Type of studies	Master academic studies
Volume in ECTS points	120 ECTS
Diploma title	Master of Computer Science in Social Sciences
Length of studies	2 years (4 semesters)
Year when the study program started	-----
Year when the study program will started (if the program is new)	2020/2021.
Number of students studying at the study program	-----
Planned number of student which will be enrolled at this study program	25
Date when the study program was accepted by decision body	Senate at the University of Novi Sad, May 28 th 2020
Language of teaching at the study program	Serbian and English
Year when the program was accredited	-----
Web address where are the information about the study program	www.ada.ac.rs



Location: Faculty of Economics, Novi Sad

Internationally oriented, with goal of attracting the students from the region of Balkans and Asia (China).

Number of visiting professors from EU: 4

Spin off activities: Lifelong learning program in business analytics for professionals already working in companies

Price: 3000 EUR per year of study. First generation will be enrolled without payment of tuition fees at the first year of study program.

IMPORTANT DATES

Public call for enrolment: May 2022

Enrolment of the first generation: September 2022

Start of lectures: October 1st 2022

MAIN GOALS OF PROMOTIONAL CAMPAIGN

1st year

Enrolment of first generation and maximum number of students as declared in accreditation documents (25).

At least five foreign students enrolled.

No tuition fee at the first year, for the first generation!

Budget for promotion: 6000 EUR

2nd year

Enrolment of the first generation at the second year of study (maximum 25 students).

Enrolment of the second generation at the first year of study. If there is a significant interest, there will be 50 places for enrolment. Students are paying the tuition fee.

Budget for promotion: Unknown

3rd year

The program is running in its full capacity, with minimum of 50 students at two years of master study program.

First master thesis were defended at the master program.

All students are paying the tuition fee.

Budget for promotion: Unknown

TARGET GROUPS

Students at bachelors studies in social sciences and humanities, Balkan region and Asia (China).

Companies employing data analysts in Serbia.

PROMOTIONAL TOOLS

- Webpage at the website of the Faculty of Economics
- Website of UNS
- Social media profiles: Facebook, Instagram, LinkedIn
- Fairs: national and international

PROMOTIONAL MATERIAL

- Video production (short presentation from professors)



- Promotional products (pencils, notebooks, backpacks, shirts...)
- Roll up banner
- Flyers

COOPERATION

The cooperation for promotion of ADA master at UNS will be focused at the following institutions:

- Confucius institute
- Tempus Foundation
- R-ladies
- Companies
- Serbian Association of Managers

