



PROMOTIONAL STRATEGY OF ADA IN BUSINESS MASTER STUDY PROGRAM AT UNIVERSITY OF NIŠ, FACULTY OF ECONOMICS



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 Niš, Faculty of Economics. 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.
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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 Niš
Higher educational institution where the study program is conducted	Faculty of Economics
Educational-scientific/educational-artistic field	Social Sciences and Humanities
Scientific, professional or artistic field	Economics Sciences
Type of studies	Master academic studies
Volume in ECTS points	120 ECTS
Diploma title	Master of Business Informatics
Length of studies	2 years (4 semesters)
Year when the study program started	-----
Year when the study program will start (if the program is new)	2021/2022.
Number of students studying at the study program	-----
Planned number of students which will be enrolled at this study program	25
Date when the study program was accepted by decision body	Decision of the Teaching-Scientific Council of the Faculty of Economics, May 20, 2021
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, Niš, Serbia

Mainly oriented on domestic students and students from Western Balkan countries, with goal of attracting the students from the other regions (previous cooperation with universities from Russia and Turkey, but also Slovenia and Czech Republic).

Number of visiting professors from EU: 3

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

IMPORTANT DATES

Public call for enrolment: September-October 2022

Enrolment of the first generation: the second half of October 2022

Start of lectures: November 15th 2022

MAIN GOALS OF PROMOTIONAL CAMPAIGN

1st year

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

Active promotion in the period March - October 2022.

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

Budget for promotion: 4000 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. Students are paying the tuition fee. In 2023, in cooperation with the relevant Ministry, provide a certain number of budget places for student enrolment (ensure the sustainability of the program);

Budget for promotion: Unknown (will be defined in agreement with the Faculty management)

3rd year

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

First master theses were defended at the master program, graduation ceremony.

All students are paying the tuition fee, except budget places (if provided).

Budget for promotion: Unknown (will be defined in agreement with the Faculty management)

TARGET GROUPS

- Final year students of economics and related faculties (studies lasting 4 years);
- Faculty students whose studies last for 3 years (Faculty of Natural Sciences, Tourism, Ecology);
- Employees, who need knowledge of data analytics for advancement in business, and whose basic competencies are in the field of economics;
- Employees who need knowledge of data analytics to advance in their work, and basic competencies are in other areas (medicine, pharmacy...);
- Foreign student from neighbouring countries;

PROMOTIONAL TOOLS

- Webpage at the website of the Faculty of Economics University of Niš



- Website of UNI
- The social networks: Facebook, Instagram, LinkedIn
- Affirmative and interesting texts with links on portals (Blogomania, BizLife)
- Thematic guest appearances in media with national frequency (Prva, B92)
- Portals and media that are not directly focused on business texts, but attract readers who could be our target group (e.g. Wannabe Magazine)

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 UNI will be focused at the following institutions:

- Tempus Foundation
- Serbian Association of Managers
- Alumni who are now in prominent positions - writing texts;
- A couple of prominent businessmen, who cooperate with the Faculty;
- Companies - e.g. very successful local companies such as Webelinx, Yumis, E-Reciklaža, Logik, Peaksel...
- The agency that would pro bono do a set of photos needed for the promotional campaign - South Agency