



ADA

ADVANCED DATA
ANALYTICS IN BUSINESS

Advanced Data Analytics in Business (ADA)

EACEA 598829-EPP-1-2018-1-RS-EPPKA2-CBHE-JP

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Promotional strategy of master study program at University of Kragujevac

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Abstract	This is the strategy for promotion of ADA master program at University of Kragujevac. 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 developed study program.
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Introduction

This is the strategy for promotion of ADA master program at University of Kragujevac. 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 developed study program.

In accordance with the application of the ADA project, the Faculty of Economics of the University of Kragujevac was obliged to improve the existing study programs by introducing courses in the field of advanced data analysis. According to the defined obligations, the courses Machine learning tools and techniques, Artificial intelligence, Big data and Analysis of financial risk and portfolio structures were introduced in the master's academic studies. On the basis of these courses, completely new module Artificial intelligence in business was developed and accredited within the newly accredited master study program Business Informatics. The module Artificial intelligence in business is accredited for 15 students. The promotional campaign of the ADA project, in the part related to the Faculty of Economics, University of Kragujevac, is predominantly focused on the module Artificial intelligence in business.

The module Artificial intelligence in business, as well as the entire study program Business Informatics, is implemented exclusively in Serbian, and lasts two semesters (60 ECTS). The curriculum of the module consists of three compulsory courses, two elective courses, compulsory internship and a master's thesis. The realization of the study program started in 2020/21 school year, so that in the school year 2021/22 the second generation of students was enrolled.

Target groups

Since the module Artificial intelligence in business is a combination of IT, quantitative and business knowledge and skills, the target group for promotion are students of the final year of bachelor studies of the Faculty of Economics in Kragujevac, but also other faculties (programs) in economics, business and management as well as faculties (programs) that have similarities with this module, such as information technology and computer science.

The module is introductory and does not require significant prior knowledge in this area.

The second target group are employees who want to acquire knowledge and skills in the field of advanced data analytics, machine learning, artificial intelligence, etc. In the case of the second target group, previously acquired education should be in the field of economics, business and management as well as information technology and computer science.

Region

Since the study program is implemented exclusively in Serbian, the promotional campaign should primarily cover the region of Central and Western Serbia. At the same time, this region covered by the University of Kragujevac (faculties belonging to the University of Kragujevac are located in the cities: Kragujevac, Čačak, Kraljevo, Užice, Vrnjačka Banja and Jagodina). Due to the fact that the study program is implemented in the Serbian language the target area also should be Montenegro and Bosnia and Herzegovina.

Promotional tools

- Webpage at the website of the Faculty of Economics
- Sponsored ads on social networks:
 - Facebook,
 - Instagram,
 - LinkedIn
- Google Ads
- Youtube Ads
- Fairs: national and international
- Cooperation with Serbian Association of Managers

Promotional material

- Video production (short presentation of program)
- Promotional products (pencils, notebooks, backpacks, shirts)
- Roll up banner
- Flyers

Important dates

- Public call for enrolment: May
- Enrolment: October 15th
- Start of lectures: November 1st

Main goals of promotional campaign

- Enrolment of maximum number of students as declared in accreditation documents (15).
- Budget for promotion: 5200 EUR

Main characteristics of master study program at UNIKG

Name of the study program	Business Informatics
Module	Artificial intelligence in business
Independent higher educational institution where the study program is conducted	University of Kragujevac
Higher educational institution where the study program is conducted	Faculty of Economics

Educational-scientific/educational-artistic field	Economy
Scientific, professional or artistic field	Economy
Type of studies	Master academic studies
Volume in ECTS points	60 ECTS
Diploma title	Master of Business Informatics
Length of studies	1 year (2 semesters)
Year when the study program started	2020
Number of students on this module	15
Language of teaching at the study program (module)	Serbian
Year when the program was accredited	2020
Web address where are the information about the study program	www.ada.ac.rs https://www.ekfak.kg.ac.rs/sr/studije/oas/oas-studijski-programi/oas-studijski-poslov-inform