

DEPARTMENT OF MARKETING

Integrates high-impact, internationally recognized research with a strong educational mission, preparing students with theoretical knowledge and key marketing competencies for a range of careers.

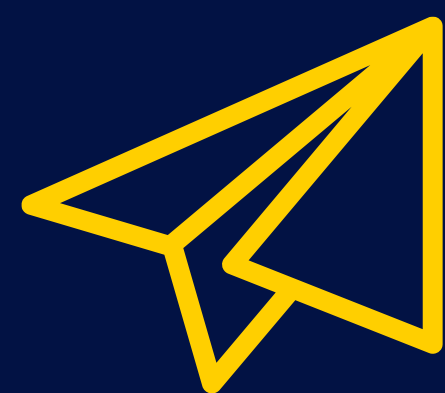


Members

The team consists of six full-time professors, one assistant professor, and one teaching and research fellow.

Projects

One Erasmus+ KA220 international project, participation in COST Actions, and two nationally funded research projects.



Awards and recognition

Two Best Scientists in Social Sciences awards granted by the Ss. Cyril and Methodius University in Skopje.

Key areas

Marketing principles, consumer and service marketing, international markets, research and analytics, and contemporary communication strategies.



Events

The Chair organizes annual workshops and hackathons on emerging marketing trends.