

# Digitalni obrazovni sadržaji za predmet Marketing

10 sati

## 1. PUBLICITET

<https://drive.google.com/file/d/1VK-5bi8Wddq56K1NrapKMzYMOfii8dVx/view?usp=sharing>

<https://docs.google.com/presentation/d/13Qsmo8N4peBBdLpQpaO5Ef9TagycpR5q/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true>

## 2. Specifičnosti prodaje luksuznih proizvoda

<https://drive.google.com/file/d/1wEdi4RgZVLvBp3EzJGyufe6h0bmtcwhX/view?usp=sharing>

<https://docs.google.com/presentation/d/1P4gXSy-oBFuPMpvTn0tfJMb8qqu3aLzn/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true>

## 3. Mystery shopping

[https://drive.google.com/file/d/1XD5DzWL-Rv-MVsAulNIHd\\_a1vJ7moxpy/view?usp=sharing](https://drive.google.com/file/d/1XD5DzWL-Rv-MVsAulNIHd_a1vJ7moxpy/view?usp=sharing)

<https://docs.google.com/presentation/d/1uL-TPMY8xWIWznKAqJniTCKTYJBdO1K2/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true>

## 4. ZELENI MARKETING

<https://drive.google.com/file/d/1QDJOlq9Sjx0veY74gGfEmaXDYO7ww2Lg/view?usp=sharing>

<https://docs.google.com/presentation/d/17n1xonmT9FF7z9md5s7hKM-inrPjVvnw/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true>

## 5. OKOLIŠ

<https://drive.google.com/file/d/17UQ0NMr0qh5rnqHlqA55l4ms5Qj2c64-/view?usp=sharing>

[https://docs.google.com/presentation/d/1T7jLF4vD\\_Xj75lV\\_KjMiB18EYj4oNJUb/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true](https://docs.google.com/presentation/d/1T7jLF4vD_Xj75lV_KjMiB18EYj4oNJUb/edit?usp=sharing&ouid=103108917659687097989&rtpof=true&sd=true)

## 6. REKLAMIRANJE

[https://drive.google.com/file/d/1O3X-bZe1Sb0QjEz9x4WuS31\\_Qs3T6DQ8/view?usp=sharing](https://drive.google.com/file/d/1O3X-bZe1Sb0QjEz9x4WuS31_Qs3T6DQ8/view?usp=sharing)

## 7. LOBIRANJE

<https://drive.google.com/file/d/1XVTsBU4IF7c86u5SN5vkr29ze-9nl-CO/view?usp=sharing>

**8. INTERNET POSLOVANJE**

[https://drive.google.com/file/d/1MWy\\_qu3X6kL\\_ptgl0YSQmo6AnK3bWTUO/view?usp=sharing](https://drive.google.com/file/d/1MWy_qu3X6kL_ptgl0YSQmo6AnK3bWTUO/view?usp=sharing)

**9. KOMUNIKACIJA U PODUZEĆU**

<https://drive.google.com/file/d/1pvvy1sDTkGE4UfxCt4h46YhBsC8cOIRV1/view?usp=sharing>

**10. TROŠKOVI**

<https://drive.google.com/file/d/1dOIkQCDOZrY0V6QqUXYC9f6DW0AeN8uq/view?usp=sharing>