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EDUCATION FOR PERSONAL MARKETING – CREATIVE CHALLENGE OF BUSINESS HIGHER EDUCATION

Abstract

Purpose of this paper is to explore educational contents offered to students in order to prepare them for better coping at the labor market upon finishing their studies. Therefore we mention the results of research on education for employees' personal marketing during their studies at the public university. Exploring of students in the business higher education system gives their attitudes about lectures and workshops about employees' in order to prepare them for more efficient transition from the faculty to the labor market. Research results point out the need for educational contents of personal marketing during their studies. The paper gives a draft of certain educational contents in the form of unique educational modules of employees' personal marketing.

Key words: educational modules, students, business education, personal marketing