

Milan Kocic PhD was born on June 6th 1968 in Kragujevac. He finished elementary school, as well as the first two years of the Grammar school and the following two years of the High school of Economics in Kragujevac. He enrolled on the Faculty of Economics University of Kragujevac, Department of Finances and Accounting in the school year 1988/89 and graduated on November 26th 1992, with the average grade 9,12.

Started postgraduate studies at the Faculty of Economics in Kragujevac, Department Company Management – Principles and Practice, section Marketing in the school year 1992/93 and graduated within the deadline with the average grade 10. Obtained MA degree with the MA thesis titled *Identity and Image of the Company* on June 11th 1999. In 1995 appointed as a Teaching Assistant Trainee for the subject Marketing at the Faculty of Economics in Kragujevac, and in 1999 appointed as a Teaching Assistant.

Completed his PhD thesis titled *Strategic Position of Direct Marketing in Integral Communication* on December 9th 2006. Appointed as an Assistant Professor for the subject Marketing in June 2007. In addition to teaching the subject Marketing, by the decision of the Teaching and Scientific Council he has been engaged for teaching the subjects *Market Communication* and *Direct Marketing* at undergraduate studies, *Marketing Management* at master studies and *Strategic Marketing* at PhD studies. He is a member of the Serbian Marketing Association and of the Promotion Team of the Faculty of Economics University of Kragujevac. As well as a member of the Undergraduate and Master Studies Committee.

He has participated in various projects, the most important of which are the Project of Economic Reforms in the Health Care System funded by the nongovernmental organization USAID and the project of retraining implemented by the nongovernmental organization EURECNA. In the period from 2001 to 2005 participated as a researcher in the research project Development of Corporate Management in Transition Economies (no. 1476), financed by the Ministry of Science and Environment of the Government of the Republic of Serbia, implemented by the Faculty of Economics University of Kragujevac and managed by Professor Verica Babic PhD. Currently engaged in the project Pre-clinical Testing of Bioactive Substances (no. 41010), implemented by the Faculty of Sciences in Kragujevac.

Speaks English and German language. Married, has one child.