

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Marketing
Course title:	Marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	-	prvi
Intercultural management, druga	The programme has no fields	-	first

Vrsta predmeta / Course type izbirni A/ optional A

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Work	Druge oblike študija Other	Samost. delo Individ. work	ECTS
20		15	0	0	145	6

Nosilec predmeta / Lecturer: doc. dr. Andrej Kovačič/Assist. prof. Andrej Kovačič

Jeziki / Languages:

Predavanja / Lectures:	Slovenščina, angleščina / Slovene, English
Vaje / Tutorial:	Slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Potrebni so zgolj splošni pogoji izpolnjeni ob vpisu v študijski program.

Prerequisites:

Only general prerequisites met at the enrolment in the study programme are needed.

Vsebina:

- Značilnosti in akterji marketinga
- Glavni pristopi v marketingu
- Področja relevantnosti marketinga
- Pojavne oblike marketinga: študije primera
- Marketinške tehnike
- Testiranje oglasov

Content (Syllabus outline):

- Marketing characteristics and players
- Main approaches in marketing
- Areas of relevance in marketing
- Manifestations of marketing: a case study
- Marketing techniques
- Copy testing

- Odnosi z javnostmi

- Public relations

Temeljni literatura in viri / Readings:

Green, Andy (2005): *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan page. London.

Gackenbach, Jayne ed. (2007): *Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications*. Academic press.

Kovačič, Andrej (2014): The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103

MacQuail, D. (2005): *Theory of Mass Communication*. London: Sage.

Smith, Paul (1997): *Marketing communications: an integrated approach*. London: Kogan Page.

Cilji in kompetence:

- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, izhajajočih iz kulturne dinamike, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih konsekvenc;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje z različnimi okolji;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa;
- sposobnost uporabe relevantnih domačih in mednarodnih virov, uporabe elektronskih virov in kritične analize relevantne literature;
- Sposobnost razumevanja državlanske

Objectives and competences:

- The ability to formulate original ideas, concepts and solutions for specific problems;
- The strategic orientation, i.e. the ability to anticipate events resulting from cultural dynamics, the ability to offer solutions to prevent their negative consequences;
- The development of communication skills and skills for communicating with different environments;
- The ability for teamwork, i.e. willingness for cooperation, collaboration, taking into account the opinions of others and fulfilment of the defined roles within the team and the group;
- The ability to launch strategies or transform strategies into projects;
- The ability to manage, coordinate and plan the business process;
- The ability to apply relevant national and international sources, to apply electronic sources and critical analysis of relevant literature;

svobode, enakosti, dostojanstva, pravic in odgovornosti;

- Razvoj refleksije ob upoštevanju lokalne, nacionalne in globalne ravni;
- Razvoj znanja, veščin in stališč za vseživljenjsko učenje;
- Spodbujanje razvoja obveščenih in aktivnih državljanov;
- Razvoj potrebe po doseganju družbene pravičnosti in podpiranju raznolikosti;
- Sposobnost učenja na osnovi relevantnih virov z različnih področij teorije in prakse;
- Spodbujanje vključevanja napredne tehnologije pri učenju in proučevanju družbenih in poslovnih študij.

Predmetnospecifične kompetence:

- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- Strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- Poznavanje področja marketinga in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- Sposobnost kompleksne analize marketinških tehnik;
- Sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- Sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske kanale.

- The ability to understand citizens' freedom, equality, dignity, rights and responsibilities;
- Development of reflection taking into account local, national and global level;
- The development of knowledge, skills and positions for lifelong learning;
- Promoting the development of informed and active citizens;
- Development of the need to achieve social justice and support the diversity;
- Ability to learn on the basis of relevant sources from different areas of theory and practice;
- Promoting the integration of advanced technologies for learning and studying the social and the business studies.

Subject-specific competences:

- Ability to formulate original ideas, concepts and solutions of certain problems;
- Strategic orientation, i.e. the ability to anticipate future events, ability to provide solutions to remedy the situation;
- Knowledge of the field of marketing and understanding the media phenomena and their relationship to the structure and development of the societies;
- Ability of complex analysis of marketing techniques;
- Ability of media communication in different cultural environments;
- Ability of self-expression and presentation of

own views and ideas through different media channels.

Predvideni študijski rezultati:

- V povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij medijev in marketinga;
- Pozna in uporablja osnovne metode in tehnike marketinga;
- Izvede študijo primera in primerjalno študijo primera;
- Zna uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij medijskega marketinga;
- Zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti konkreten primer;
- Reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

Intended learning outcomes:

- In relation to other courses know and understand notions and concepts from the fields of media and marketing;
- Know and apply the basic methods and techniques of marketing;
- Carry out a case study and comparative case study;
- Are able to use their theoretical and methodological knowledge for practical problem solving to tackle concrete problems in the field of medi marketing;
- Take a position on key ethical issues in the research process and the critical value of a concrete example;
- Reflect on and critically evaluate the suitability of a particular approach to solve a specific problem.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- Individual and group consultations (discussion, further explanation, dealing with specific issues);
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (written and oral examination, coursework, project):
Pisni/ustni izpit	50%	Written / oral examination
Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge	50%	Active participation, reports on work and the paper presentation - 50% of the grade.
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

Kovačič, Andrej (2014): The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, 7(3), str. 90-103.

Kovačič, Andrej (2014): *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega.

Kovačič, Andrej (2013): Using the method of observation in testing media advertising. *Research in social change*, 5(2), str. 5-22.

Kovačič, Andrej in Podgornik, Nevenka (2013): Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, 6(2), str. 82-97.

Kovačič, Andrej (2012): *How to measure the effects of advertising communication : a research methodology overview*. *Research in social change*, 4(2), str. 85-113.

Kovačič, Andrej (2011): Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, 4(2), str. 45-74.