

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Tržno komuniciranje
Course title:	Marketing communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Psihosocialna pomoč, druga	Program nima smeri.	Prvi, drugi	Drugi, četrsti
Psychosocial counseling, master, second	The programme has no fields.	First, second	Second, Fourth

Vrsta predmeta / Course type izbirni / elective

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	115	5

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

Prerequisites:

<p>Vsebina:</p> <ul style="list-style-type: none"> • Glavni pristopi v trženju in prodaji • Značilnosti in akterji oglaševanja • Področja relevantnosti v prodaji • Študje primerov v trženju in prodaji • Tržne tehnike • Testiranje oglasov • Odnosi z javnostmi 	<p>Content (Syllabus outline):</p> <ul style="list-style-type: none"> • Main approaches in marketing and sales • Advertising characteristics and players • Areas of relevance in sales • Case study in marketing and sales • Marketing techniques • Copy testing • Public relations
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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, vol. 7, no. 3, str. 90-103
- MacQuail, D. (2005) Theory of Mass Communication. Sage. London.
- Smith, Paul (1997): Marketing communications: an integrated approach. London: Kogan Page.

Cilji in kompetence:

- možnost avtonomno uporabljati vire za učenje z demonstracijo spretnosti, upravljanja in integriranja informacij,
- Sposobnost oblikovanja izvernih idej, konceptov in rešitev določenih problemov;
- sposobnost uspešnega predvidevanja in obvladovanja posledic ustvarjenih rešitev,
- zmožnost avtonomije v profesionalni praksi
- Strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- Poznavanje področja trženja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- Sposobnost kompleksne analize tržnih tehnik;
- Sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- Sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske kanale.

Objectives and competences:

- The ability to autonomously use resources for learning and the demonstration of skills of information management
- The ability to successfully anticipate and manage the consequences of created solutions
- The ability of autonomy in professional practice
- 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:

Študent/študentka:

- V povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij medijev in trženja;
- Pozna in uporablja osnovne metode in tehnike trženja in prodaje;
- 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.

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);

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

Delež (v %) /
Weight (in %)

Intended learning outcomes:

Students:

- 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 and sales
- 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 media 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.

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);
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Assessment:

Type (written and oral examination, coursework, project):

<ul style="list-style-type: none"> • Pisni/ustni izpit - 50% ocene. • Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge - 50% ocene. <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>		<ul style="list-style-type: none"> • Written / oral examination - 50% of the grade. • Active participation, reports on work and the paper presentation - 50% of the grade. <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
<p>Reference nosilca / Lecturer's references:</p>		
<p>KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103. http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf.</p> <p>KOVAČIČ, Andrej. Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr. ISBN 978-961-93392-2-0.</p> <p>KOVAČIČ, Andrej. Using the method of observation in testing media advertising. <i>Research in social change</i>, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.</p> <p>KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, http://www.iiass.com/pdf/IIASS-volume6-number2-article6.pdf.</p> <p>KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. <i>Research in social change</i>, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.</p> <p>KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. <i>Raziskave in razprave</i>, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74,</p>		