

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Marketinška komunikacija
<b>Course title:</b>	Marketing Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni menedžment, druga	Program nima smeri	prvi ali drugi	drugi ali četrti
Intercultural Management, second	The programme has no fields	first or second	second or 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	0	15	0	0	145	6

**Nosilec predmeta / Lecturer:** izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, PhD

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	slovensko, angleško / Slovenian, English
<b>Vaje / Tutorial:</b>	slovensko, angleško / Slovenian, 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:**

Predmet obravnava marketinško komunikacijo v širokem družbenem kontekstu in s poudarkom na njegovih učinkih, pri čemer se posebej osredotoča na:

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

**Content (Syllabus outline):**

The course deals with marketing communication in a broad societal context with the emphasis on its effects, whereby it focuses in particular on:

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

- Marketinške tehnike
- Testiranje oglasov
- Odnosi z javnostmi

- Copy testing
- Public relations

### **Temeljni literatura in viri / Readings:**

Kovačič, Andrej (2019): *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*.

Guffey, Mary Ellen in Loewy, Dana (2017): *Business Communication: Process and Product*, 9th Edition, Stamford: Cengage Learning.

Gorjup, Nina; Rek, Mateja (2016): *Mala in mikro podjetja v vrtincu promocijskih naporov*. Ljubljana: Vega.

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

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.

### **Cilji in 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.

### **Objectives and 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 vrednoti konkreten primer;
- reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

**Intended learning outcomes:**

- In relation to other courses knows and understands notions and concepts from the fields of media and marketing;
- Knows and applies the basic methods and techniques of marketing;
- Carries out a case study and comparative case study;
- Is able to use their theoretical and methodological knowledge for practical problem solving to tackle concrete problems in the field of medi marketing;
- Takes a position on key ethical issues in the research process and critically evaluates a concrete example;
- Reflects on and critically evaluates 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);
- Use of online classroom or other contemporary ICT tools.

• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

**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
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

**Reference nosilca / Lecturer's references:**

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej, Sraka, Marko (2019): Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, vol. 12, no. 2, str. 24-44. <http://www.iiass.com/pdf/IIASS-2019-no2-art2.pdf>.

Kovačič, Andrej, Macuh, Bojan, Raspor, Andrej, Sraka, Marko, Škabar, Matjaž (2018): Starši kot medijski opismenjevalci osnovnošolskih otrok prve in druge triade. *Pedagoška obzorja: časopis za didaktiko in metodiko*, ISSN 0353-1392, letn. 33, [št.] 2, str. 20-37.

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.

