

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
Psihosocialno svetovanje, druga	Program nima smeri	Prvi, drugi	Drugi, četrty
Psychosocial counselling, master, second	The programme has no fields	First, second	Second, fourth

Vrsta predmeta / Course type Izbirni / Elective

Univerzitetna koda predmeta / University course code: TK / MC

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Work	Druge oblike študija Other	Samost. delo Individ. work	ECTS
20		10			150	6

Nosilec predmeta / Lecturer: izr. prof. dr. Andrej Kovačič / Assoc. Prof. Andrej Kovačič, Ph.D.

Jeziki / Languages:
Predavanja / Lectures: Slovensko / Slovenian, Angleško / English
Vaje / Tutorial: Slovensko / Slovenian, Angleško / English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- 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

Content (Syllabus outline):

- 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

Temeljni literatura in viri / Readings:

GREEN, Andy. *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan Page, 2005.

GACKENBACH, Jayne (ed.). *Psychology and the Internet*. Academic Press, 2007.

KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, vol. 7, no. 3, str. 90-103, 2014.

KOVAČIČ, Andrej. *Action Formula for Influence, Pro-active Communication Techniques - učno gradivo*. 2019.

MCQUAIL, Denis. *Theory of Mass Communication*. Sage. London, 2005.

O'CONNOR, Joseph; LAGES, Andrea. *How coaching works*. A&C Black, 2007.

WETHERBE, James C.; WETHERBE, M. Bond; GERDINA, Tomaž. *Veščine sporazumevanja*. Orbis, založba poslovnih uspešnic, 2005.

SMITH, Paul Russell. *Marketing communications: an integrated approach*. Kogan London: Page Publishers, 1997.

Cilji in kompetence:

- poznavanje področja trženja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb
- možnost avtonomno uporabljati vire za učenje z demonstracijo spretnosti, upravljanja in integriranja informacij
- sposobnost uporabe znanja v praksi in izvirnega, kreativnega reševanja problemov v novih ali neobičajnih kontekstih
- sposobnost uspešnega predvidevanja in obvladovanja posledic ustvarjenih rešitev
- zmožnost avtonomije v profesionalni praksi
- sposobnost poglobljene kritične analize, sinteze in predvidevanja rešitev ter posledic; sposobnost nadgrajevati zgrajeno kritično vrednotenje implikacije problemov kulture, rase, spola, seksualnih orientacij
- sposobnost jasnega sporočanja svojih zaključkov in znanj strokovni in laični javnosti

Objectives and competences:

- knowledge of the field of marketing and understanding the media phenomena and their relationship to the structure and development of the societies
- the ability to autonomously use resources for learning by demonstrating management skills and integration of information, the ability to apply knowledge in practice and innovative, creative problem solving in new or unusual contexts the ability to successfully anticipate and manage the consequences of created solutions
- the ability of autonomy in professional practice
- the ability of critical analysis, synthesis and prediction of solutions and consequences the ability to expand the existing critical evaluation of the implications of the problems of culture, race, gender, sexual orientation the ability of documenting and presenting data to professionals and general public

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

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

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)
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- 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)
- use of online classroom or other contemporary ICT tools
- 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:	Delež (v %) / Weight (in %)	Assessment:
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 is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej, MACUH, Bojan, RASPOR, Andrej, SRAKA, Marko. Media exposure and secondary school delinquency. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, maj 2019, vol. 12, no. 2, str. 24-44.

KOVAČIČ, Andrej. An international research on internet media news reporting. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, May 2015, vol. 8, no. 2, str. 112-129.

KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.
<http://www.iias.com/pdf/IIASS-2014-no3-art05.pdf>.

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.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. *Research in social change*, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.

KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, <http://www.iias.com/pdf/IIASS-volume6-number2-article6.pdf>.

KOVAČIČ, Andrej. How to measure the effects of advertising communication: a research methodology overview. *Research in social change*, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. *Raziskave in razprave*, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74.