

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Tržno komuniciranje
<b>Course title:</b>	Marketing Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	1.	1.
Strategic Communication, second level	The programme has no field	1st	1st

**Vrsta predmeta / Course type** Obvezni / Compulsory

**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	-	20	-	-	140	6

**Nosilec predmeta / Lecturer:** izr. prof. dr. Tina Vukasovič / Assoc. Prof. Tina Vukasovič, PhD

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenski, angleški / Slovenian, English
	<b>Vaje / Tutorial:</b>	slovenski, angleški / Slovenian, English

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

Poznavanje osnov komuniciranja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

**Prerequisites:**

Knowledge of the basics concepts of communication acquired by the student in the course of study at the first (Bologna) level.

**Vsebina:**

1. Glavni pristopi v trženju in prodaji
2. Značilnosti in akterji oglaševanja
3. Področja relevantnosti v prodaji
4. Študje primerov v trženju in prodaji
5. Tržne tehnike
6. Odnosi z javnostmi

**Content (Syllabus outline):**

1. Main approaches in marketing and sales
2. Advertising characteristics and players
3. Areas of relevance in sales
4. Case study in marketing and sales
5. Marketing techniques
6. Public relations

**Temeljni literatura in viri / Readings:**

Rossiter, John R., et. al. 2018. *Marketing Communications: Objectives, Strategy, Tactics*. SAGE Publications Ltd; 1. edition.

Pasquier, J., Villeneuve, J. P. 2017. *Marketing Management and Communications in the Public Sector*. Routledge; 2. edition.

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

Gackenbach, J., ed. 2007. *Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications*. Academic press.

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

**Cilji in kompetence:**

Cilj predmeta je, da študenti v povezavi z drugimi predmeti spoznajo in razumejo pojme in koncepte iz področij medijev in trženja. Pri predmetu se študenti naučijo uporabe osnovnih metod in tehnik trženja in prodaje. Študenti pridobijo poglobljen vpogled v področje trženja in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb.

Splošne kompetence:

- sposobnost kompleksne analize kulturnih in družbenih procesov;
- sposobnost kompleksnega sistemskega pogleda na družbo in interdisciplinarnega pristopa;

**Objectives and competences:**

The objective of the course is to make students familiar with and understand the concepts and concepts in the fields of media and marketing. During the course, students learn how to use basic marketing and sales methods and techniques. Students gain in-depth insight into marketing and an understanding of media phenomena and their relationship to the structure and development of companies.

General competences:

- ability to analyze complex cultural and social processes;
- ability of a complex systemic view of society and an interdisciplinary approach;

- sposobnost uporabe kompleksnejših oblik znanj v praksi.

Predmetno-specifične kompetence:

- razumevanje vloge in funkcij komunikacije za ohranjanje in razvoj medsebojnih odnosov, še posebno za razvoj kulture dialoga;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
- sposobnost komuniciranja v različnih kulturnih okoljih;
- sposobnost oblikovanja strategije komuniciranja z javnostmi, primerne specifičnemu problemu;
- poznavanje interpretativnih pristopov, ki pojasnjujejo komunikacijska dejanja (enosmerni, večsmerni, konstruktivistični model komunikacije);
- razumevanje, analiza in razčlemba vplivajske in prepričevalne razsežnosti, ki jo izvajajo institucije in posamezniki v okviru vsakdanje komunikacije.

- ability to use complex forms of knowledge in practice.

Subject-specific competences:

- understanding the role and functions of communication for maintaining and developing interpersonal relationships, especially for developing a culture of dialogue;
- development of skills in the use of knowledge in the research field of strategic communication;
- ability to communicate in different cultural environments;
- ability to design a public communication strategy suitable for specific problem;
- knowledge of interpretive approaches that explain communication actions (one-way, multi-way, constructivist model of communication);
- understanding and analyzing the influential and persuasive dimensions carried out by institutions and individuals in the context of everyday communication.

#### **Predvideni študijski rezultati:**

Študent/študentka:

- 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;
- razvije sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- razvije sposobnost kompleksne analize tržnih tehnik;

#### **Intended learning outcomes:**

Student:

- Conducts a case study and a comparative case study;
- Knows how to use his theoretical and methodological knowledge to solve practical problems in the field of media marketing;
- Takes a position on key ethical issues in the research process and critically values a concrete case;
- Reflects and critically evaluates the appropriateness of a particular approach to solve a particular problem;
- Develops the ability to formulate original ideas, concepts and solutions to particular problems;
- Develops the ability to complexly analyze market techniques;

- pridobi sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- ima sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske kanale.

- Acquires the ability to communicate media in different cultural settings;
- Has the ability to express himself and present his views and ideas through various media channels.

#### Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

#### Learning and teaching methods:

- Lectures with active engagement of students (explanation, discussion, questions, examples);
- Tutorials (case study, experience, reflection, project work, teamwork, critical thinking, discussion, feedback);
- Individual and group consultations (discussions, additional explanation, specific questions);
- Individual study (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation);
- Use of online classroom or other contemporary ICT tools.

Delež (v %) /

#### Načini ocenjevanja:

Weight (in %)

#### Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
Pisni/ustni izpit	60 %	Written/oral examination
Seminarska naloga	40%	Seminar paper
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale - in accordance with the Rules of examination and evaluation of knowledge.

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

VUKASOVIČ, Tina, MIHAČ, Vlaho. Trends in the online booking of hotel accommodation. *International journal of e-services and mobile applications*, 2021, vol. 13, iss. 1, str. 60-76.

VUKASOVIČ, Tina. Knowledge as an important factor in the process of creating brand equity. *International journal of innovating and learning*. 2020, vol. 28, no. 2, str. 139-158.

VIDMAR, Urška, VUKASOVIČ, Tina. A model for a successful approach to applying for Horizon 2020. *International journal of value chain management*. 2019, vol. 10, no. 1, str. 26-52.

JAGODIČ, Gregor, VUKASOVIČ, Tina. Uticaj medija na ponašanje kupaca = Media influence on consumer buying behaviour. *Serbian Journal of Engineering Management*. 2019, vol. 4, no. 2, str. 39-48.

VUKASOVIČ, Tina, KOREZ, Bojana, POREKAR PETELIN, Sonja. The expansion of the brand through the establishment of the mobile kitchen system. *Management*. 2018, vol. 13, no. 1, str. 19-31.

VUKASOVIČ, Tina, JALEN, Nataša. Predlog marketinškog plana za ulazak novog brenda prehrambenih dodataka na tržište = Marketing plan proposal for the entry of a food supplement brand into the market. *Serbian Journal of Engineering Management*. 2018, vol. 3, no. 2, str. 36-50.

VUKASOVIČ, Tina, SÖKE, Henrik. Priprava spletne oglaševalske akcije na iskalniku Bing. *Mednarodno inovativno poslovanje: strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2017, letn. 9, št. 1.

VUKASOVIČ, Tina, STANTON, John L. Going local: exploring millennials preferences for locally sourced and produced fresh poultry in a developing economy. *World's Poultry Science Journal*. 2017, vol. 73, iss. 4, str. 757-766.

VUKASOVIČ, Tina. An empirical investigation of brand equity: a cross-country validation analysis. *Journal of global marketing*. 2016, vol. 29, no. 5, str. 251-265.

VUKASOVIČ, Tina. Food quality and safety: added value in a customer-oriented concept. *International journal of value chain management*. 2015, vol. 7, iss. 3, str. 241-254.

VUKASOVIČ, Tina. Managing consumer-based brand equity in higher education. *Managing global transitions: international research journal*. [Spletna izd.]. 2015, vol. 13, no. 1, str. 75-90.

VUKASOVIČ, Tina, MIKULIĆ, Nives. Inicijalno definiranje ponude proizvoda kroz zadovoljstvo potrošača. *Mednarodno inovativno poslovanje: strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2015, year 7, vol. 1.

- VUKASOVIČ, Tina. Consumer preference for traditional products in West Balkans countries. *Journal of international food & agribusiness marketing*. 2014, vol. 26, no. 3, str. 173-188.
- VUKASOVIČ, Tina, MIKULIĆ, Nives. Product offerings testing through customer satisfaction. *Management*. 2014, vol. 9, no. 3, str. 223-237, 260.
- VUKASOVIČ, Tina, JUNC, Vanja. Dejavniki odločanja in zvestobe potrošnikov v procesu nakupa izdelkov izbrane blagovne znamke. *Mednarodno inovativno poslovanje: strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2014, year 6, vol. 3.
- VUKASOVIČ, Tina. Pomembna znanja in sposobnosti, ki odlikujejo uspešnega tržnika. *Mednarodno inovativno poslovanje: strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2014, year 6, vol. ½.
- VUKASOVIČ, Tina. Building successful brand by using social networking media. *Journal of Media and Communication Studies*. 2013, vol. 5, no. 6, str. 56-63.
- VUKASOVIČ, Tina. Social media and its implications for building brand relationship. *Modern Management Review*. 2013, vol. 18, no. 3, str. 179-193. ISSN 2300-6366.
- VUKASOVIČ, Tina. Brand value as an element of sustainable competitive advantage. *International journal of sustainable economy*. 2012, vol. 4, no. 4, str. 390-409.
- VUKASOVIČ, Tina. Searching for competitive advantage with the brand extension process. *The journal of product & brand management*. 2012, vol. 21, no. 7, str. 492-498.
- VUKASOVIČ, Tina. Correlations between the country of origin (COO), marketing mix elements and the brand value. *World's poultry science journal*. 2012, vol. 68, no. 4, str. 627-636.
- VUKASOVIČ, Tina. Conceptual model of strategic positioning of a poultry brand. *World's Poultry Science Journal*. 2011, vol. 67, no. 4, str. 643-652.
- VUKASOVIČ, Tina. Searching for competitive advantage with the aid of the brand potential index. *The journal of product & brand management*. 2009, vol. 18, no. 3, str. 165-176.
- VUKASOVIČ, Tina. Raziskovalni model strateškega repozicioniranja blagovne znamke. *Management*. [Tiskana izd.]. 2009, let. 4, št. 3, str. 259-280.
- VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Harlow: Pearson, cop. 2020.
- SLUGA, Anita, VUKASOVIČ, Tina. *Poprodajne aktivnosti kot konkurenčna prednost pri trženju izdelkov preko javnih naročil*. 1. izd. Dolga Poljana: Perfectus, svetovanje in izobraževanje, 2019. Zbirka Znanstvene monografije, Podzbirka Marketing in prodaja.

VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow [etc.]: Pearson, cop. 2017.

VUKASOVIČ, Tina. *Osnove trženja za 21. stoletje*. 2. natis. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2016. 152 str., ilustr. Znanstvene monografije MFDPŠ.

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