

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Tržno raziskovanje
Course title:	Marketing Research

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Strateško komuniciranje, druga stopnja	Program nima smeri	2.	1.
Strategic Communication, second level	The programme has no field	2nd	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

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

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

Poznavanje osnov trženja in znanstvenega raziskovanja, ki jih študent pridobi v okviru študija na prvi (bolonjski) stopnji.

Prerequisites:

Knowledge of the basics of marketing and scientific research acquired by the student in the course of study at the first (Bologna) level.

Vsebina:

1. Glavni pristopi v raziskovanju učinkov trženja
2. Značilnosti tržnega raziskovanja
3. Področja relevantnosti tržnega raziskovanja
4. Študje primerov v raziskovanju oglaševalskih akcij
5. Tržne tehnike
6. Testiranje oglasov

Content (Syllabus outline):

1. Main approaches and principles in marketing research
2. Characteristics of marketing research
3. Areas of of marketing research
4. Case study of research in marketing campaigns
5. Marketing techniques
6. Copy testing

Temeljni literatura in viri / Readings:

Bonita, A. K. 2017. *Marketing Research: Concise Introduction*. SAGE Publications, Inc.

Clow, K. E., James, K. E. 2013. *Essentials of Marketing Research: Putting Research Into Practice*. SAGE Publications, Inc.

Grover, R., Vriens, M. 2015. *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*. SAGE Publications, Inc.

Mariampolski, H. 2016. *Qualitative Market Research: A Comprehensive Guide*. SAGE Publications, Inc.

Cilji in kompetence:

Cilj predmeta je, da da študenti spoznajo področje trženja in pridobijo razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb. V povezavi z drugimi predmeti študenti spoznajo in razumejo pojme in koncepte iz področij tržnega raziskovanja ter se naučijo uporabljati osnovne metode in tehnike trženja in prodaje.

Splošne kompetence:

- sposobnost identificiranja danega raziskovalnega problema, njegove analize ter možnih rešitev;
- sposobnost doseganja strokovne odličnosti na podlagi visoke ravni avtonomnosti (samo)kritičnosti, (samo)refleksivnosti in (samo)evalviranja;
- ustvarjanje novega znanja, ki pomeni relevanten prispevek k razvoju znanosti;

Objectives and competences:

The purpose of the course is to provide students with an understanding of the field of marketing and gain an understanding of media phenomena and their relation to the structure and development of companies. In conjunction with other courses, students learn and understand concepts in the fields of market research and learn how to use basic marketing and sales methods and techniques.

General competences:

- ability to identify a given research problem, its analysis and possible solutions;
- ability to achieve professional excellence on the basis of a high level of autonomy (self)criticism, (self)reflexivity and (self)evaluation;
- creation of new knowledge which represents a relevant contribution to the development of science;

- sposobnost inovativne uporabe in kombiniranja raziskovalnih empiričnih metod.

Predmetno-specifične kompetence:

- sposobnost obvladavanja standardnih metod, postopkov in procesov raziskovalnega dela na področju strateškega komuniciranja;
- sposobnost za reševanje raziskovalnih problemov na področju strateškega komuniciranja;
- razvoj veščin in spretnosti v uporabi znanja na raziskovalnem področju strateškega komuniciranja;
- sposobnost kompleksne analize medijskih vsebin in tehnik.

- ability to use innovatively and combine research empirical methods.

Subject-specific competences:

- ability to master standard methods, procedures and processes of research work in the field of strategic communication;
- ability to solve research problems in the field of strategic communication;
- development of skills in the use of knowledge in the research field of strategic communication;
- ability of complex analysis of media content and techniques.

Predvideni študijski rezultati:

Študent/študentka:

- izvede študijo primera analize oglasa;
- zna uporabiti svoje teoretsko in metodološko znanje za tržno raziskovanje;
- reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema;
- razvije sposobnost kompleksne analize tržnih tehnik;
- pridobi sposobnost izvedbe analize oglaševalske kampanje.

Intended learning outcomes:

Student:

- Conducts an ad analysis case study;
- Knows how to apply his theoretical and methodological knowledge to market research;
- Reflects and critically evaluates the appropriateness of a particular approach to solve a particular problem;
- Develops the ability to complexly analyze market techniques;
- Acquires the ability to perform analysis of an advertising campaign.

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 (reflection of experience, 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 %) /

Weight (in %)

Assessment:**Načini ocenjevanja:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Assessment: 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.

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.

VUKASOVIČ, Tina. *Vedenje porabnikov: celovit pristop k raziskovanju vedenja porabnikov*. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013.