

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 Psychosocial counselling, master, second	Psihosocialno svetovanje v športu Psychosocial counselling in sport	Prvi, drugi First, second	Drugi, četrsti 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:

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

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.

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

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

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
- zmožnost 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
- 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 konzultacije (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/IASS-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/IASS-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.