

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Marketing
Course title:	Marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	drugi, tretji / second, third	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type izbirni / elective

Univerzitetna koda predmeta / University course code: Mar / Mar

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		40			120	6

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

Jeziki / Languages:	Predavanja / Lectures:	slovenščina, angleščina / Slovene, English
	Vaje / Tutorial:	slovenščina, angleščina / Slovene, English

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

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

- Značilnosti in akterji marketinga.
- Glavni pristopi v marketingu.
- Področja relevantnosti marketinga.
- Pojavne oblike marketinga: študije primera.
- Marketinške tehnike.
- Testiranje oglasov.
- Odnosi z javnostmi.
- Aplikacije znanj na različna področja marketinga (organizacija dogodkov, odnosi z javnostmi, oglaševanje, prodaja, upravljanje ključnih strank).

Content (Syllabus outline):

- Marketing characteristics and players
- Main approaches in marketing
- Areas of relevance in marketing
- Manifestations of marketing: A case study
- Marketing techniques
- Copy testing
- Public relations
- The application of skills in different fields in marketing (events, PR, advertising, sales, managing key accounts)

Temeljni literatura in viri / Readings:

Obvezna literatura / Obligatory readings:

Kovačič, Andrej. 2019. *Pro-active Communication Techniques - ACTION your Influence*. Učno gradivo. Dostopno v spletni učilnici.

Priporočena literatura / Recommended readings:

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

<http://www.iias.com/pdf/IIASS-2014-no3-art05.pdf>

Rossiter, John R et. al. 2018. *Marketing Communications: Objectives, Strategy, Tactics*. SAGE Publications Ltd; 1st edition. str. 369-427.

Cilji in kompetence:

Cilj predmeta je, da študenti poglobijo razumevanje in ključne definicije, koncepte ter funkcije marketinškega komuniciranja.

Kompetence:

- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- razvoj kritične in samokritične presoje;
- sposobnost fleksibilne uporabe znanja v praksi;
- razvoj sposobnosti in spretnosti za komuniciranje v domačem in mednarodnem okolju;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin, brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče;
- organizacijske in vodstvene spretnosti potrebne za načrtovanje, usmerjanje, spodbujanje, nadziranje, ocenjevanje in nagrajevanje samostojnega, vestnega in profesionalnega dela in/ali ustvarjanja posameznikov in skupin znotraj medijskih organizacij;
- plodno komuniciranje z različnimi deležniki na področju medijev.

Objectives and competences:

The purpose of the course is to deepen the understanding and key definitions, concepts and functions of marketing communication.

Competences:

- Mastering techniques, methods and procedures that are relevant to successful professional work
- Development of critical and self-critical judgment
- Ability to flexibly apply knowledge in practice
- Development of communication skills in the domestic and international environment
- Knowledge and mastery of processes and techniques of creative creation of media content
- Education of appropriate individual values, virtues and good customs as well as group value systems, which are a necessary condition for the successful operation of modern media and media in the developed world
- Organizational and leadership skills needed to plan, guide, promote, supervise, evaluate and reward independent, conscientious and professional work and / or the creation of individuals and groups within media organizations
- Fruitful communication with various stakeholders in the field of media

Predvideni študijski rezultati:

Študent bo:

- pridobil sposobnost fleksibilne uporabe znanja v praksi;
- osvojil veščine retorike;
- sposoben komuniciranja s strokovnjaki iz različnih področij gospodarskega in družbenega življenja ter z različnimi interesnimi skupinami;
- reflektiral in kritično ovrednotil različne komunikacijske izkušnje.

Intended learning outcomes:

Student will:

- Acquire the ability to flexibly apply knowledge in practice
- Master the skills of rhetoric
- Be able to communicate with experts in various fields of economic and social life and with different interest groups
- Reflect and critically evaluate different communication experiences

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- vaje, ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, evalvacija, samoocenjevanje);
- individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- možnost oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving)
- Tutorials based on experience-based learning, participation in problem learning (independent study, discussion, explanation, observation, teamwork, case study, methods of critical reading and writing, evaluation, self-evaluation)
- Individual and group consultations (discussions, additional explanation, addressing specific questions)
- Possibility of portfolio formation and independent study (motivating, guiding, self-observing, self-tuning, reflection)
- Use of online classroom or other contemporary ICT tools

Načini ocenjevanja:

Načini:

- Pisni/ustni izpit
- Obveznosti iz vaj

Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.

Delež (v %) /
Weight (in %)80%
20%**Assessment:**

Types:

- Written/oral exam
- Tutorial assignment

Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.

Reference nosilca / Lecturer's references:

KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. *Innovative issues and approaches in social sciences*. 2014, vol. 7, no. 3, str. 90-103. ISSN 1855-0541.

KOVAČIČ, Andrej. *Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja*. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr.

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

KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. *Innovative issues and approaches in social sciences*. 2013, vol. 6, no. 2, str. 82-97. ISSN 1855-0541.

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

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