

UČNI NAČRT / COURSE SYLLABI

Marec, 2017

Predmet / Course	Raziskovanje vedenja potrošnikov / Consumer Behavior Research
Šifra predmeta / Course Code	B22RVP6-MZ
Nosilec predmeta / Course Coordinator	izr. prof. dr. Tina Vukasovič
Vrsta predmeta / Type of the course	izbirni/elective
Jezik / Language	
- Vaje / Tutorials	Slovenski / Slovene, -
- Predavanja / Lecture	Slovenski / Slovene, -
Študijski program / Programme	Management znanja (2. stopnja) / Knowledge management (2nd Cycle)
Letnik / Year	2.
Primarno študijsko področje / Primary Study Field	Poslovne vede - Klasius 34
Pogoji za vključitev / Requirements	Poznavanje osnov marketinga.

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
16	8	0	126	150	6

a) Vsebina / Content:

<p>1. Uvod v vedenje potrošnikov. 2. Namen raziskovanja vedenja potrošnikov. 3. Raziskovanje vedenja potrošnikov: kvalitativni in kvantitativni pristop. 4. Raziskovalni pristop: izbira in priprava. - opazovanje. - spraševanje: intervju, fokusna skupina, projekcijske tehnike. - eksperiment. 5. Področje raziskovanja vedenja potrošnikov: makro dejavniki, notranji dejavniki, socialni dejavniki, situacijski dejavniki. 6. Nakupni proces odločanja potrošnikov. 7. Zadovoljstvo in zvestoba potrošnikov. 8. Segmentiranje in pozicioniranje na trgu potrošnikov.</p>	<p>1. Introduction to Consumer behavior. 2. The purpose of consumer behavior research. 3. Research of Consumer behavior: qualitative and quantitative approach. 4. Choosing and preparing research approach. - observing. - questioning: interview, focus group, projective tests. - experimenting. 5. The field of consumer research: macro environment, internal factors, social factors, situation factors. 6. Purchase decision making process. 7. Satisfaction and consumer loyalty. 8. Segmentation and positioning on consumer's market.</p>
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Splošne kompetence / General Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i></p> <p>SPL1: Delo s podatki in informacijami; SPL6: Etičnost; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL11: Spretnosti organiziranja in načrtovanja (npr. lastnega dela, dela drugih);</p>	<p><i>Student will acquire knowledge and skills in the following general areas:</i></p> <p>SPL1: Work with data and information; SPL6: Ethics; SPL8: Critical thinking; SPL9: Creativity; SPL11: Organising and planning skills;</p>
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Predmetno specifične kompetence / Course Specific Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i></p> <p>PSP1: Značilnosti organizacije, funkcijska področja in razmerja med njimi.; PSP2: Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni načrt.; PSP4: Metode in orodja za analizo notranjega in zunanjega okolja in določanje</p>	<p><i>Student will acquire knowledge and skills in the following specific areas:</i></p> <p>PSP1: Organizations' characteristics, functional areas and the relationships between them; PSP2: Organisational audit, problems and challenges in business, problem solving, consultancy plans; PSP4: Methods and tools for analysis of an organisation and</p>
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razvojnih perspektiv organizacije; PSP11: Psihologija na vsebinskem področju predmeta; PSP12: Informacijski sistemi in programska oprema na vsebinskem področju predmeta; PSP18: Splošna razgledanost na vsebinskem področju predmeta.	its environment to identify perspectives; PSP11: Psychology in the field of the course; PSP12: Information systems and software in the fields of the course; PSP18: General overview of the course content area.
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Predvideni študijski izidi / Intended Learning Outcomes:

<p><i>Študent bo dosegel naslednje študijske izide:</i></p> <p>1. Pozna delovanje podjetja z vidika različnih funkcij, ki potekajo v podjetju ter med podjetjem in zunanjim okoljem. 2. Pozna pomen poznavanja vedenja porabnikov za udeležence v menjalnih procesih. 3. Razume pomen poznavanja vedenja porabnikov za uspešnost delovanja podjetij. 4. Razume pomen osnovnih konceptov vedenja porabnikov za sprejemanje marketinških odločitev v praksi. 5. Pozna načine vstopa na novo tržišče in zna uporabiti orodja za izvedbo vstopa. 6. Ovrednoti alternative in kritično razmisliti o možnih rešitvah. 7. Uporablja metode in orodja za analizo okolja. 8. Ugotovi značilnosti uspešnosti aktivnosti v procesu nakupnega vedenja porabnikov. 9. Aktivno sodeluje v skupinah, vodi tim, načrtuje in razporeja delo. 10. Reši več strokovnih problemov. 11. Pozna informacijska orodja in programska opremo za izvedbo raziskave in analize trga. 12. Uporabi ustrezne metode raziskave trga glede na namen raziskovanja. 13. Analizira in interpretira dobljene rezultate raziskave trga. 14. Uporabi pridobljeno znanje in veščine pri raziskovalnem in strokovnem delu. 15. Argumentirano zagovarja stališče v dialogu. 16. Zamisli si nove ideje in situacije. 17. Vstraja in dokonča svoje naloge. 18. Ugotovi svoje napake in jih popravi.</p>	<p><i>Student will achieve the following learning outcomes:</i></p> <p>1. Knows the company's operations from the perspective of different functions taking place within the company and between the company and the external environment. 2. Explains the importance of consumer behavior for participants in exchange processes. 3. Gains the understanding of the importance of consumer behavior for organizational performance. 4. Understands the importance of consumer behavior concepts to take marketing decisions in the practice. 5. Knows the ways of entering a new market and knows how to use the tools to carry out the entry. 6. Evaluates alternatives and critically reflect on possible solutions. 7. Uses methods and tools for environmental analysis. 8. Determines features of consumer behavior performance. 9. Actively cooperates in teams, manages team, plans and schedules work. 10. Solves professional problems. 11. Knows information tools and software to carry out market research and analysis. 12. Uses appropriate research methods depending on the purpose of research. 13. Analyzes and interprets research results. 14. Applies his knowledge and skills in research and professional work. 15. Argues his standpoint in the dialogue. 16. Imagines new ideas and situations. 17. Maintains and completes his tasks. 18. Finds his mistakes and corrects them.</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

Oblike dela	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje
Types of Teaching and Learning	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
Metode dela	Razgovor/diskusija/debata; Delo z besedilom; Proučevanje primera; Javni nastop; Reševanje nalog; Gost iz prakse;
Teaching and Learning Methods	Conversation/discussion/debate; Work with text; Case study; Public presentation; Solving exercises; Guest from practice;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	30 %

Daljši pisni izdelek /Longer written casework ¹ /	/
Javni nastop s predstavitvijo rezultatov / Presentations ²	10 %
Končni pisni izpit / Final written examination	60 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številska/numeric

Temeljna literatura / Literature:

1.Vukasovič, Tina(2013). Vedenje porabnikov : celovit pristop k raziskovanju vedenja porabnikov, Celje: Mednarodna fakulteta za družbene in poslovne študije. 2.Solomon, R. M. (2007) Consumer behavior, 7th Ed. Pearson education, Upper Saddle River, New Jersey. 3.Trunk Širca, N., Jošt, V., Skrbinjek, V. 2012. Pisna dela v visokem šolstvu in osnove raziskovanja. Celje: Mednarodna fakulteta za družbene in poslovne študije

Reference nosilca / Lecturer's references:

Več na Cobiss/More on Cobiss 1. VUKASOVIČ, Tina. Searching for competitive advantage with the brand extension process. The Journal of product & brand management, ISSN 1061-0421, 2012, vol. 21, no. 7, str. 49298. 2. VUKASOVIČ, Tina. Consumers\' sensorical product evaluation and perception. Journal of food products marketing, ISSN 1045446, 2016, vol. 22, no. 3. 3. VUKASOVIČ, Tina. Consumers\' perceptions and behaviors regarding organic fruits and vegetables : marketing trends for organic food in the twenty-first century. Journal of international food & agribusiness marketing, ISSN 0897438, 2016, vol. 28, iss. 1, str. 593, 4. NOVAK, Matjaž, VUKASOVIČ, Tina. Technical and costs efficiency in poultry pâté production. World\'s Poultry Science Journal, ISSN 0043339, Jun. 2016, vol. 72, iss. 2, str. 39102. 5. VUKASOVIČ, Tina, ZIDAR, Jure. Uvedba novega izdelka na evropsko tržišče ob upoštevanju notranjih potencialov podjetja. Management, ISSN 1854231, pomlad 2014, leto 9, št. 1, str. 338. 6. VUKASOVIČ, Tina, MIKULIĆ, Nives. Inicijalno definiranje ponude proizvoda kroz zadovoljstvo potrošača. Mednarodno inovativno poslovanje, ISSN 1855175, 2015, letn. 7, št. 1. 7. VUKASOVIČ, Tina. Differences in perceptions among managers, academics, and students of the importance of various aspects of marketing knowledge and skills. British journal of economics, management & trade, ISSN 2278-098X, 2014, vol. 4, no. 9, str. 1475490. 8. VUKASOVIČ, Tina, MIKULIĆ, Nives. Product offerings testing through customer satisfaction. Management, ISSN 1854231, fall 2014, vol. 9, no. 3, str. 22337. 9. VUKASOVIČ, Tina. Building successful brand by using social networkingmedia. Journal of Media and Communication Studies, ISSN 2141545, 2013, vol. 5, no. 6, str. 563. 10. VUKASOVIČ, Tina. Consumer preference for traditional products in West Balkans countries. Journal of international food & agribusiness marketing, ISSN 0897438, 2014, vol. 26, no. 3, str. 17388.

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek