



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2019/2020

Predmet / Course	Marketing/Marketing
Šifra predmeta / Course Code	B11MARKE-MAR6-ESD
Nosilec predmeta / Course Coordinator	izr. prof. dr. Tina Vukasović
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language - Predavanja / Lecture - Vaje / Tutorials	Slovenski / Slovene, - Slovenski / Slovene, -
Študijski program / Programme	Ekonomija v sodobni družbi (1. stopnja) /Economy in Contemporary Economy (1st cycle)
Letnik / Year	1.
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
20	40	0	90	150	6

Vsebina / Content:

1. Razvoj in opredelitev marketinga (trženja). 2. Temeljni tržni koncepti. 3. Tržno okolje: analiza notranjega in zunanjega okolja. 4. Vedenje porabnikov v procesu nakupnega odločanja: opredelitev vedenja porabnikov, dejavniki, ki vplivajo na vedenje porabnikov v procesu nakupnega odločanja. 5. Tržno raziskovanje: proces tržnega raziskovanja. 6. Segmentiranje in pozicioniranje na trgu. 7. Trženjski splet: izdelek, cena, tržne poti, promocija. 8. Blagovna znamka: osnovni koncepti blagovne znamke.	1. Development and definition of marketing. 2. Basic marketing concepts. 3. Market environment: analysis of internal and external environment. 4. Consumer behavior in the purchase decision-making process: definition, the factors that influence the consumer behavior in the purchase decision-making process. 5. Market research: market research process. 6. Segmentation and positioning. 7. Marketing mix: product, price, distribution, promotion. 8. Brand: basic concepts.
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Splošne kompetence / General Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i> 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);	<i>Student will acquire knowledge and skills in the following general areas:</i> SPL1: Work with data and information; SPL6: Ethics; SPL8: Critical thinking; SPL9: Creativity; SPL11: Organising and planning skills;
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Predmetno specifične kompetence / Course Specific Competencies:

<i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i> 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 razvojnih perspektiv organizacije; PSP8: Kultura in njeni vplivi na vsebinskem področju predmeta; PSP11: Psihologija na vsebinskem področju predmeta; PSP12: Informacijski sistemi in programska oprema na vsebinskem področju	<i>Student will acquire knowledge and skills in the following specific areas:</i> 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 its environment to identify perspectives; PSP8: Culture and its influence in the field of the course; PSP11: Psychology in the field of the course; PSP12: Information systems and software in the fields of the
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predmeta; PSP18: Splošna razgledanost na vsebinskem področju predmeta.	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>Pozna delovanje podjetja z vidika različnih funkcij, ki potekajo v podjetju ter med podjetjem in zunanjim okoljem. Pojasni pomen marketinga za udeležence v menjalnih procesih. Razume pomen marketinga za uspešnost delovanja podjetij. Razume marketinške probleme in načine njihovega reševanja. Pozna načine vstopa na novo tržišče in zna uporabiti orodja za izvedbo vstopa. Zna ovrednotiti alternative in kritično razmisliti o možnih rešitvah. Uporablja metode in orodja za analizo okolja. Ugotovi značilnosti uspešnosti aktivnosti v procesu marketinga. Na osnovi podatkov opredeli in implementira marketinške aktivnosti za konkretni izdelek/storitev na domačem oziroma tujem tržišču. Razume različne vidike potrošnikov. Razume pomen kulture v nakupnem procesu odločanja. Zna prilagoditi večšine komuniciranja in elemente trženjskega spleta ciljni skupini potrošnikov. Razume psihološke dejavnike in njihov vpliv na nakupno vedenje potrošnikov. Pozna informacijska orodja in programsko opremo za izvedbo raziskave in analize trga. Uporabi ustrezne metode raziskave trga glede na namen raziskovanja. Analizira in interpretira dobljene rezultate raziskave trga. Argumentirano zagovarja stališče v dialogu. Zamisli si nove ideje in situacije. Vztraja in dokonča svoje naloge. Ugotovi svoje napake in jih popravi. Aktivno sodeluje v skupinah, vodi tim, načrtuje in razporeja delo. Reši več strokovnih problemov. Uporabi pridobljeno znanje in večšine pri raziskovalnem in strokovnem delu.</p>	<p><i>Student will achieve the following learning outcomes:</i></p> <p>Knows the company's operations from the perspective of different functions taking place within the company and between the company and the external environment. Explains the importance of marketing for participants in exchange processes. Gain the understanding of the importance of marketing for organizational performance. Understands the importance of basic marketing concepts to take marketing decisions in the practice. Knows the ways of entering a new market and knows how to use the tools to carry out the entry. Evaluates alternatives and critically reflect on possible solutions. Uses methods and tools for environmental analysis. Critical evaluates marketing performance. Define and implement marketing activities for a specific product / service in the domestic and foreign markets. Understand the various aspects of the consumer. Understand the importance of culture in the decision making process. Know how to adapt communication skills and elements of the marketing mix to the target group of consumers. Understand the psychological factors and their impact on consumer's decision making process. Knows information tools and software to carry out market research and analysis. Uses appropriate research methods depending on the purpose of research. Analyzes and interprets research results. Argues his standpoint in the dialogue. Imagines new ideas and situations. Maintains and completes his tasks. Finds his mistakes and corrects them. Actively cooperates in teams, manages team, plans and schedules work. Solves professional problems. Applies his knowledge and skills in research and professional work.</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

<i>Oblike dela</i>	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje
<i>Types of Teaching and Learning</i>	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
<i>Metode dela</i>	
<i>Teaching and Learning Methods</i>	

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 predstavitevjo 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	številaska/numeric

Temeljna literatura / Literature:

1. Vukasović T. in Jagodič G. (2017). Osnove trženja in strateškega tržnega načrtovanja. Pearson.
2. Trunk Širca, N., Jošt, V., Skrbinjek, V. 2012. Pisna dela v visokem šolstvu in osnove raziskovanja. Celje: Mednarodna fakulteta za družbene in poslovne študije
3. Armstrong, G., Kotler, P., Harker, M. and Brennan, R. (2012). Marketing: An Introduction. Pearson Prentice-Hall, London, London

Reference nosilca / Lecturer's references:

Več v Cobiss/More in 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' sensorial 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 networking media. 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