

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet	Trženje
Course title	Marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Upravljanje in poslovanje 1	Upravljanje in poslovanje	2.	3.
Business and Management 1	Business and Management	2 nd	3 rd

Vrsta predmeta/Course type obvezni/obligatory

Univerzitetna koda predmeta/University course code 1N202

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30		30			90	6

Nosilec predmeta/Lecturer: prof. dr. Karmen Erjavec

Jeziki/ Predavanja/Lectures: slovenski/Slovenian

Languages: Vaje/Tutorial: slovenski/Slovenian

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

<ul style="list-style-type: none"> • Pogoj za vključitev v delo je vpis v 2. letnik študija. • Študent mora pred izpitom uspešno pripraviti in predstaviti seminarsko nalogo in kritično oceniti izbrani članek. 	<ul style="list-style-type: none"> • The prerequisite for participation is enrolment in the second year of study. • Students have to successfully prepare and present their seminar papers and critically evaluate a selected article before the examination.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Uvod.</i> Opredelitev trženja in temeljnih trženjskih konceptov in razvoja trženja. Trženjski splet. • <i>Strateški trženjski proces in načrt.</i> • <i>Trženjsko okolje.</i> • <i>Trženjske raziskave.</i> Napovedovanje in merjenje povpraševanja. • <i>Nakupno vedenje porabnikov.</i> • <i>Ciljno trženje.</i> Segmentiranje, ciljanje in pozicioniranje. • <i>Izdelek, storitev in ostale trženjske entitete.</i> • <i>Življenjski cikel izdelka / druge entitete in razvoj novih izdelkov / drugih entitet.</i> • <i>Blagovne znamke.</i> • <i>Cena.</i> 	<ul style="list-style-type: none"> • <i>Introduction.</i> Definition of marketing and basic marketing concepts and marketing development. Marketing web. • <i>Strategic marketing process and plan.</i> • <i>Marketing environment.</i> • <i>Market research.</i> Demand forecasting and measurement. • <i>Purchasing behavior of consumers.</i> • <i>Targeted marketing.</i> Segmentation, targeting and positioning. • <i>Product, service and other marketing entities.</i> • <i>Product / other entity life cycle and development of new products / other entities.</i> • <i>Brand.</i>
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<ul style="list-style-type: none"> • <i>Tržne poti.</i> • <i>Trženjsko komuniciranje.</i> Oglaševanje. Pospeševanje prodaje. Odnosi z javnostmi. Osebna prodaja. Neposredno trženje. Interaktivno trženje. Digitalno trženje. 	<ul style="list-style-type: none"> • <i>Price.</i> • <i>Marketing routes.</i> • <i>Marketing communication.</i> Advertising. Sales promotion. Public relations. Personal sales. Direct marketing. Interactive marketing. Digital marketing.
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Temeljna literatura in viri/Readings:

Temeljna literatura/Basic literature

Grivec, M. (2014). Trženjsko komuniciranje. Novo mesto: UNM FEI.
 Vukasovič, T. (2016). Osnove trženja za 21. stoletje. Celje: MFDPS.
 Konečnik Ruzzier, M. (2018). Temelji trženja. Ljubljana: Ekonomska fakulteta.
 Arsenjevič, G. (2020). Digital marketing sodobne organizacije. Harlow: Pearson.

Priporočljiva literatura/Recommended literature

Pompe, A (2015). Upravljanje tržnih znamk v 21. stoletju. Ljubljana: FEBBS.
 Baines, P. (2019). Marketing. Oxford: University Press.
 Korošec, M. (2020). Digitalni marketing od A do Ž. Maribor: Rdeča Oranža.

Cilji in kompetence:

Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:

- usposobljenost za raziskovanje na področju upravljanja in poslovanja ter razvoj kritične in samokritične presoje;
- fleksibilna uporaba znanja v praksi;
- občutljivost/odprtost za ljudi in socialne situacije ter razvoj komunikacijskih spretnosti za domače in mednarodno okolje;
- etična refleksija in zavezanost profesionalni etiki v poslovnem okolju, spoštovanje nediskriminatornosti in multikulturalnosti v organizaciji in njenem (mednarodnem) okolju;
- sposobnost pridobivanja, selekcije in evalvacije novih informacij in zmožnost ustrezne interpretacije v kontekstu na področju ekonomije, podjetništva, poslovne informatike, ravnanja z ljudmi, kvantitativnih metod, prava in poslovođenja;
- razumevanje splošne strukture družboslovnih ved in povezanost z njenimi poddisciplinami, predvsem ekonomijo, poslovođenjem, poslovnimi, organizacijskimi in humanističnimi vedami (interdisciplinarnost);
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova

Objectives and competences:

The learning unit mainly contributes to the development of the following general and specific competences:

- capability for research in the field of management and business and the development of critical judgement and self-assessment;
- flexible use of knowledge in practice;
- sensitivity/openness to people and social situations and development of communication skills for both domestic and international environment;
- ethical reflection and commitment to professional ethics in the business environment, respect for non-discrimination and multiculturalism in the organisation and its (international) environment;
- ability to access, select and evaluate new information and the ability of relevant interpretation in the context of economics, entrepreneurship, business information technology, dealing with people, quantitative methods, law and management;
- understanding the general structure of social sciences and the relationship with its sub-disciplines, especially economics, management, operational, organisational and humanities sciences

<p>uporaba v reševanju konkretnih delovnih problemov;</p> <ul style="list-style-type: none"> • razumevanje individualnih vrednot in vrednostnih sistemov, obvladovanje profesionalno-etičnih vprašanj; • komuniciranje s strokovnjaki z različnih področij gospodarskega in družbenega življenja; • sodelovanje z interesnimi skupinami (dobavitelji, kupci, konkurenco in politiko...). 	<p>(interdisciplinary);</p> <ul style="list-style-type: none"> • understanding and application of methods of critical analysis, theories development and their applications in solving practical work-related problems; • understanding individual values and value systems, management of professional and ethical issues; • communicating with experts from various fields of economic and social life; • collaboration with stakeholders (suppliers, customers, competition, policies, etc.).
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Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje: <i>Študent/Študentka:</i></p> <ul style="list-style-type: none"> • pozna in razume pomen trženja v domačem in mednarodnem poslovanju; • pozna in uporablja osnove za trženjsko oblikovanje izdelka, določanje cen, izbire prodajnih poti in načinov komuniciranja; • pozna in uporablja trženjske analitične metode in inštrumente; • pozna in razume elemente konkurenčnosti izdelka in storitve; • pozna in razume načela trženjskega informacijskega sistema; • pridobi znanje o najnovejših trendih v mednarodnem poslovanju; • pozna in uporablja strateški pristop v trženju; • aktivno in kritično spremlja in reflektira aktualno dogajanje na področju trženja domače in tuje poslovne prakse (trženjski primeri - case study); • izbere in reflektira gradivo z drugih strokovnih disciplin in jih poveže s trženjem, multidisciplinarnost pristopa; • v povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih na področju trženja in je pripravljen na ustvarjalno soočenje s problemi, povezanimi s trženjem v delovnem okolju in na tržiščih; • pozna in razume umeščenost svojega strokovnega področja v širše poslovne in družbene kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven in profiliran odnos do sveta. 	<p>Knowledge and understanding: <i>Students:</i></p> <ul style="list-style-type: none"> • know and understand the importance of marketing in domestic and international business; • know and apply the basics of marketing for product design, pricing, choice of sales channels and methods of communication; • apply knowledge of marketing, its analytical methods and instruments; • know and understand the elements of competitive products and services; • know and understand the principles of marketing information system; • acquire knowledge about the latest trends in international business; • know and apply a strategic approach to marketing; • actively and critically monitor and reflect current developments in the marketing for domestic and foreign business practices (marketing examples - case study); • select and reflect material from other professional disciplines and connects them with marketing, the multidisciplinary approach; • in conjunction with other courses, understand and reflect the complexity of professional and social duties of employees in the field of marketing and is ready to creatively face the problems related to marketing in the workplace and in the markets; • know and understand the area of expertise and how the area fits into the wider business and social contexts, and
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	on reflecting these contexts develop intellectually active and shaped relationship to the world.
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Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- *seminarske vaje* v povezavi s prakso (projektno delo, timsko delo, individualno delo, metode kritičnega mišljenja, diskusija, delo na terenu, nastopi).

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples, problem solving);
- *tutorial in connection with practice* (project work, team work, individual work, methods of critical thinking, discussion, field work, presentations).

Delež (v %)

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno spraševanje, naloge, projekt):	Delež (v %)	Types (written examination, oral examination, coursework, project):
<ul style="list-style-type: none"> • pisni (ustni) izpit 	70	<ul style="list-style-type: none"> • written (oral) exam
<ul style="list-style-type: none"> • seminarska naloga s predstavitvijo in zagovorom 	20	<ul style="list-style-type: none"> • seminar paper with presentation and defence
<ul style="list-style-type: none"> • kritična ocena izbranega članka 	10	<ul style="list-style-type: none"> • critical evaluation of selected articles

Reference nosilca/ Lecturer's references:

1. Kos-Skubic, M., Erjavec, K., Klopčič, M. (2019). Consumer awareness of PDO-labelled food in Slovenia. *Italian Journal of Animal Science*, 18, št., Spletna stran: <https://www.tandfonline.com/doi/full/10.1080/1828051X.2018.1530959>.
2. Kos-Skubic, M., Erjavec, K., Klopčič, M. (2018). Consumer preferences regarding national and EU quality labels: the case of Slovenia. *British food journal*, 120, št. 3, str. 650-664. <https://www.emeraldinsight.com/doi/pdfplus/10.1108/BFJ-04-2017-0236>, doi: 10.1108/BFJ-04-2017-0236.
3. Kos-Skubic, M., Erjavec, K., Ule, A., Klopčič, M. (2018). Consumers' hedonic liking of different labeled and conventional food products in Slovenia. *Journal of sensory studies*, 33, št. 5, str. 1-8, <https://doi.org/10.1111/joss.12444>.
4. Lavriša, Ž., Erjavec, K., Pravst, I. (2018). Trends in marketing foods to children in Slovenian magazines : a content analysis. *Public health nutrition*, str. 1-10, ilustr. <https://www.cambridge.org/core/journals/public-health-nutrition/article/trends-in-marketing-foods-to-children-in-slovenian-magazines-a-content-analysis/D97EDCD9E3AE8463E81FB6FC2971BDD3>.
5. Kos-Skubic, M., Erjavec, K., Ule, A., Klopčič, M. (2017). The food quality labels: awareness and knowledge of Slovenian consumers. *Agro food industry hi-tech*, 28, št. 6, str. 64-67.