

	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
Upravljanje in poslovanje 2	Upravljanje in poslovanje	1.	1.
Business and Management 2	Business and Management	1 st	1 st

Vrsta predmeta/Course type

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
20		15				7

Nosilec predmeta/Lecturer:

Jezik/ Languages:	Predavanja/Lectures:	<input type="text" value="slovenski/Slovenian"/>
	Vaje/Tutorial:	<input type="text" value="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 1. letnik študijskega programa, • študent mora pred izpitom pripraviti in predstaviti ter zagovarjati projektno nalogo. 	<ul style="list-style-type: none"> • the condition for inclusion is entry in the first year of study. • student has to prepare, present and defend a project paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • uvod (marketinško analiziranje, načrtovanje, izvajanje, upravljanje, nadzor, temelji tržno usmerjenega strateškega načrtovanja, načrtovanje novih dejavnosti, načrtovanje novih funkcionalnih strategij, pomen načrtovanja novih izdelkov, BCG matrika, tržna segmentacija, SWOT in PEST marketinška analiza), • izbor ciljnih trgov, pozicioniranje, strategije pozicioniranja, vsebina, pomen in razvijanje marketinškega spleta za izdelke in storitve, • organizacija in vsebina marketinga, razvoj marketinške funkcije v organizaciji in podjetju, strateška vloga in pomen marketinga za uspešno dolgoročno rast in razvoj podjetij, 	<ul style="list-style-type: none"> • introduction (marketing analysis, planning, implementation, management, control, fundamentals of market-oriented strategic planning, planning new activities, planning new functional strategies, importance of designing new products, BCG matrix, market segmentation, SWOT and PEST marketing analysis) • selection of target markets, positioning, strategies of positioning, content, meaning and development of the marketing mix for products and services, • organization and content of marketing, development of the marketing function in the organization and company, strategic role and importance of marketing for successful long-term growth and
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<ul style="list-style-type: none"> • marketing med organizacijami, dejavnostne značilnosti, vedenjske značilnosti, marketinške strategije za različna podjetja glede na njihovo dejavnost, • marketinško upravljanje izdelkov in storitev, • neposredni marketing, • vloga in pomen nabavnega marketinga za uspešno poslovanje podjetij, • marketinško komuniciranje in strategije marketinškega komuniciranja, • sodobni pristopi in oblike e-marketinga, • marketinška filozofija, marketinški način razmišljanja in marketinški način poslovanja kot faktor uspešnega dolgoročnega in konkurenčnega poslovanja podjetij. 	<p>development of companies,</p> <ul style="list-style-type: none"> • marketing among organizations, activity characteristics, behavioural characteristics, marketing strategies for different companies according to their activity, • marketing management of products and services, • direct marketing, • the role and importance of the purchasing marketing for successful business operations, • marketing communication and marketing communication strategies, • modern approaches and forms of e-marketing, • marketing philosophy, marketing way of thinking and marketing mode of operation as a factor of successful long-term and competitive business operations.
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Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> • Kotler, P. (2004). Management trženja. Ljubljana, Zagreb: Gospodarski vestnik, Mate. • Potočnik, V. (2002). Temelji trženja. Ljubljana: GV Založba • McDonald, M. (2007). Marketing plans. How to prepare them, how to use them. 6th ed. Oxford: Elsevier. • Mercer, D. (1999). Trženje za managerje. Ljubljana: Gospodarski vestnik. • Blythe, J. (1998). Essentials of Marketing. London: Pitman Publishing. • Lilien L.G., Rangaswamy A., De Bruyn A. (2007): Principles of Marketing Engineering. Trafford Publishing • Chaffey, D. et al. (2000). Internet Marketing, Financial Management. Harlow: Prentice Hall. • Radonjič, D., Iršič, M. (2006). Raziskovanje marketinga. Ljubljana: GV Založba • Proctor, T. (2000). Strategic Marketing. London & New York: Routledge. • Izbrani strokovni članki, publikacije in internetni viri s tematiko marketinga in mednarodnega marketinga.

Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • poznavanje in razumevanje procesov v poslovnem (makro in mikro) okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic s poudarkom na tržni ekonomiji in pomenu poslovanja v visoko konkurenčnem poslovnem okolju, • razumevanje pomena in vloge marketinga in marketinškega načina poslovanja v sodobnem, globalnem, visoko konkurenčnem poslovanju podjetij, 	<h4>Objectives and competences:</h4> <p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of processes in the business (macro and micro) environment of the organization as well as the ability to analyze, synthesize and predict the solutions and their consequences putting the emphasis on market economy and the importance of doing business in a highly competitive business environment, • understanding the importance and role of marketing and marketing practices in modern, global, highly competitive
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<ul style="list-style-type: none"> • sposobnost kreativne uporabe marketinškega znanja v poslovnem okolju, • sposobnost za kvalitetno analiziranje poslovnega makro- in mikro okolja organizacije, • sposobnost za načrtovanje, upravljanje, izvajanje ter nadzor izvajanja marketinških načrtov, • usposobljenost za strateško vodenje, upravljanje in razvoj najzahtevnejših delovnih procesov in razumevanje pomena in vloge marketinga za uspešno poslovanje podjetij, • razumevanje marketinškega upravljanja podjetja na domačih in mednarodnih trgih, • zmožnost razvijati strategije in programe marketinga za domače in tuje trge, • zmožnost uporabe analitičnih orodij za raziskovanje v marketingu, • sposobnost načrtovanja aktivnosti marketinga v poslovnem okolju in zmožnost razviti primerne mehanizme nadzora in organizacije marketinga, • sposobnost uporabe vsebin in znanja mednarodnega marketinga v internacionalnem tržnem okolju, • sposobnost učinkovitega marketinškega poslovanja v okolju različnih kultur. 	<p>business operations,</p> <ul style="list-style-type: none"> • the ability to creatively use marketing knowledge in the business environment, • the ability to perform quality analysis of macro and micro business environment of the organization, • the ability to plan, manage, perform and monitor the implementation of marketing plans, • competence for strategic leadership, management and development of the most demanding working processes and understanding the importance and role of marketing for successful business operations, • understanding the company's marketing management on domestic and international markets, • the ability to develop marketing strategies and programs for domestic and foreign markets, • the ability to use analytical tools for marketing research, • the ability to plan marketing activity in the business environment and the competence to develop the appropriate mechanisms of marketing control and organization, • the ability to use the content and knowledge of international marketing in an international market environment, • the ability of the efficient marketing business in the environment of different cultures.
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- nadgradi temeljna znanja iz področja marketinga,
- zna opredeliti temeljno tržno usmerjeno strateško načrtovanje in funkcionalne tržne strategije ter pripraviti strategije marketinškega pozicioniranja izdelkov in storitev,
- zna analizirati, načrtovati, implementirati in nadzorovati marketinške strategije izdelka in podjetja,
- se seznaniti z medorganizacijskim, izdelčnim, storitvenim marketingom in sodobnimi načini e-marketinga,
- razume pomen, vsebino in izvedbo marketinškega načina razmišljanja, delovanja in poslovanja za dolgoročno

Intended learning outcomes:

Knowledge and understanding:

Students:

- upgrade their basic knowledge in the field of marketing,
- can define basic market-oriented strategic planning, as well as functional marketing strategies, and can develop strategies for marketing positioning of products and services,
- can analyze, plan, implement and monitor marketing strategies of a product and company,
- get acquainted with inter-organizational, productive, service marketing and modern ways of e-marketing,
- understand the importance, content and implementation of the marketing way of thinking and operating for the long-term

uspešno poslovanje podjetij in organizacij, <ul style="list-style-type: none"> • razume strateško vlogo in pomen marketinga in marketinškega načina razmišljanja in poslovanja za dolgoročno uspešno poslovanje podjetij. 	successful business of companies and organizations, <ul style="list-style-type: none"> • understand the strategic role and importance of marketing and the marketing way of thinking, as well as doing business for long-term successful business operations of companies.
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Metode poučevanja in učenja:
Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov), • <i>projektna naloga</i> v vsebinski povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije), • <i>individualne in skupinske konzultacije</i> (diskusija, dodatna razlaga, obravnava specifičnih vprašanj), • <i>oblikovanje portfolia in samostojen študij</i> (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje). 	<ul style="list-style-type: none"> • <i>lectures</i> with active participation of students (explanation, discussion, questions, examples, problem solving), • <i>project paper</i> in the content connection to practice (reflection of experience, project work, team work, methods of critical thinking, discussion, feedback), • <i>individual and group consultations</i> (discussion, additional explanation, discussion of specific issues), • <i>portfolio design and independent study</i> (motivation, guidance, self-observation, self-regulation, reflection, self-evaluation).
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Načini ocenjevanja:

Delež (v %)

Weight (v %)

Assessment:

Način (pisni izpit, ustno spraševanje, naloge, projekt): <ul style="list-style-type: none"> • pisni (ustni) izpit, • priprava, predstavitev in zagovor projektne naloge 	70 % 30 %	Types (written examination, oral examination, coursework, project): <ul style="list-style-type: none"> • written (oral) examination, • preparation, presentation and defense of a project paper
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