

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Razvojno trženje izdelkov in storitev
Course title	Developmental Marketing of Products and Services

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.	2.
Business and Management 2	Business and Management	1 st	2 nd

Vrsta predmeta/Course type modularni/module

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				6

Nosilec predmeta/Lecturer: izr. prof. dr. Nevenka Maher

Jezik/ Languages:	Predavanja/Lectures:	slovenski/Slovenian
	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 1. letnik študijskega programa. Študent mora pred izpitom pripraviti in predstaviti raziskovalno 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 research paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> Umestitev trženja v sodobno konkurenčno okolje globalizacije. Enotni skupni trg Evropske unije in prost pretok blaga in storitev, EU direktiva o storitvah. Klasifikacije in razvrščanje aktivnosti storitev. Pomen aktivnosti za ustvarjanje nove in dodane vrednosti, dobičkonosnost poslov in monitoring izpeljave trženjske strategije. Pomen trženjsko usmerjanega strateškega načrtovanja za operativno učinkovitost. Pomembnost in tveganja sodobnega trženja produktov s storitvami. Vzpostavitev procesa in ključnih točk trženjskega načrtovanja in premoščanje ovir. 	<ul style="list-style-type: none"> Placement of marketing into a modern competitive environment of globalization. Single European Union common market and free movement of goods and services, EU Services Directive. Classifications and ordering of service activities. The importance of activities for creating new and added value, profitability of business operations and monitoring of the implementation of the marketing strategy. The importance of marketing-oriented strategic planning for operational efficiency. Importance and risks of modern marketing of products with services. Establishing the process and key points
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<ul style="list-style-type: none"> • Okvir delovanja, priporočene tehnike in organiziranost. • Tehnika premoščanja vrzeli in obvladovanje odnosov s kupci. • Razvoj in trženje intelektualnega kapitala. • Korporativna odgovornost nosilcev trženja. • Izzivi in problemi globalizacije – kako načrtovati zamisli, rešitve in snovati razvojne projekte. • Financiranje in investiranje razvoja; od študije zamisli (feasibility study) do prijave projekta. • Načrtovanje marketing mixa produktov in storitev. • Kalkuliranje produkta in načrtovanje izkazov poslovanja. • Orodja prodaje in način plačila. • Načrtovanje uporabe informacijsko-komunikacijske tehnologije pri trženju. 	<p>of marketing planning, as well as bridging barriers.</p> <ul style="list-style-type: none"> • A framework of action, recommended techniques and organization. • Bridging technique and customer relationship management. • Development and marketing of intellectual capital. • Corporate responsibility of marketing agents. • Challenges and problems of globalization - how to plan ideas, solutions and design development projects. • Financing and investing development; from feasibility study to project application. • Planning the marketing mix of products and services. • Calculation of the product and planning of operating statements. • Sales tools and payment methods. • Planning the use of information and communication technology in marketing.
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Temeljna literatura in viri/Readings:

Temeljna literatura

Damjan, J. (2004). Študijski primeri trženjske prakse v Sloveniji. Ljubljana: Ekonomska fakulteta.

Kotler, P., Keller, K. L. (2006). Marketing management – twelfth edition: Pearson. New Jersey: Prentice Hall.

Maher, N. (2004). Kako se znajti v evropski družbi storitev. Ljubljana: Gospodarski vestnik.

Maher, N. (2006). Human and intellectual capital as an aspect of competitiveness in globalisation. Ekon. teme.

Maher, N. (2007). Acquis implementation with regards to system management and management accounting towards effective marketing within the EU framework. Facta Univ., Econ. Organ.

Maher, N. (2010). Razvojno trženje izdelkov in storitev. Novo mesto: Visoka šola za upravljanje in poslovanje Novo mesto. (Študijsko gradivo).

Cilji in kompetence:

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

- poglobljeno znanje s področja poznavanja predmetne tematike in razumevanje procesov v okolju, sposobnost za njihovo analizo, sintezo, predvidevanje rešitev in njihovih posledic,
- celovito kritično mišljenje, sposobnost analize, sinteze in predvidevanje rešitev ter posledic problemov s področij ekonomskih, poslovnih, upravnih, organizacijskih, naravoslovno matematičnih ter drugih družbenih ved (interdisciplinarnost),

Objectives and competences:

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

- in-depth knowledge of the subject's topics and understanding processes in the environment; the ability to analyze, synthesize and predict the solutions and their consequences,
- comprehensive critical thinking, the competence for analysis, synthesis and anticipating solutions in the field of economic, business, management and organizational sciences, as well as natural-mathematical and other social sciences (interdisciplinarity),

<ul style="list-style-type: none"> • obvladovanje raziskovalnih metod postopkov, procesov in tehnologije, • sposobnost kreativne uporabe znanja v poslovnem okolju, • razvoj komunikacijskih sposobnosti in spretnosti: sposobnost pisnega in ustnega komuniciranja v tujem jeziku v mednarodnem okolju, • usposobljenost za prezentiranje pridobljenega temeljnega znanja in raziskovalnih dognanj v obliki projektne naloge, aplikativne, razvojnoraziskovalne naloge ali strokovnega članka, • sposobnost umeščanja novih informacij in interpretacij v kontekst poslovnih in upravnih ved, • razvoj veščin in spretnosti v uporabi znanja na področju ekonomije, menedžmenta, marketinga, organizacije, trženja, prava, kadrov ..., • proaktiven odnos do interesnih skupin (partnerjev, dobaviteljev, kupcev, konkurence in politikov). 	<ul style="list-style-type: none"> • mastering the research methods of procedures, processes and technology, • the ability of creative use of knowledge in the business environment, • development of communication competences and skills - the ability of written and oral communication in a foreign language in the international environment, • the ability to present the acquired fundamental knowledge and research findings in the form of a project assignment, applied, development-research paper or professional article, • the ability to place new information and interpretations in the context of business and management sciences, • development of skills and competences for using the knowledge in economics, management, marketing, organization, law, human resources, etc. • proactive attitude towards stakeholders (partners, suppliers, customers, competition and politicians, etc.).
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- pozna in razume vlogo trženja v globalnem okolju, z zakonitostmi, ki veljajo na enotnem trgu EU,
- pozna in uporablja strateški pristop v trženju in razvojnem trženju izdelkov in storitev,
- pozna in razume orodja prodaje na domačem in mednarodnem trgu,
- zna prikazati izračun potrebnih sredstev za izpeljavo projekta od študije zamisli do prijave projekta,
- zna pripraviti kalkulacijo proizvoda in/ali storitve,
- ozavešča odgovornost, ki jo ima tržnik in odgovorna oseba za razvojno trženje izdelkov in storitev,
- pozna in razume pomen aktivnosti za ustvarjanje dodane vrednosti in vlogo razvojnega trženja,
- izbere in reflektira gradivo z drugih strokovnih disciplin in jih poveže z razvojem izdelkov in storitev,
- v povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih na področju razvojnega trženja izdelkov

Intended learning outcomes:

Knowledge and understanding:

Students:

- know and understand the role of marketing in the global environment, including laws in force in the EU single market,
- know and apply the strategic approach in marketing and in developmental marketing of products and services,
- know and understand the sales tools on domestic and international market,
- are able to demonstrate calculation of the necessary funds for carrying out the project from studying the idea to project application,
- know how to prepare the calculation of a product and / or service,
- perceive the responsibility of the marketer and the responsible person for the development of products and services marketing,
- know and understand the importance of activities for creating added value and the role of developmental marketing,
- select and reflect the material from other professional disciplines and connect them with the development of products and services,

