

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Mednarodni marketing
Course title	International 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.	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"> Mednarodno trženje. Adaptacija ali standardizacija. Dejavniki globalizacije trgov. Mednarodni trženjski splet. Razumevanje tujega poslovnega okolja. Makroekonomsko okolje. Kulturni dejavniki in vloga organizacijske kulture. Nacionalne kulture in poslovne navade. Medkulturna pogajanja. Internacionalizacija in strategija vstopa na tuje trge. Modeli in koncepti internacionalizacije poslovanja. Strategije vstopa na tuje trge – trgovinske oblike. Strategije vstopa na tuje trge – netrgovinske oblike. Strategije vstopa na tuje trge – neposreden vstop. 	<ul style="list-style-type: none"> International marketing. Adaptation or standardization. Market globalization factors. International marketing mix. Understanding the foreign business environment. Macroeconomic environment. Cultural factors and the role of organizational culture. National cultures and business habits. Intercultural negotiations. Internationalization and strategy of entering foreign markets. Models and concepts of internationalization of business. Strategies of entering foreign markets - trading forms. Strategies of entering foreign markets - non-trading forms. Strategies entering foreign markets - direct entry.
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Temeljna literatura in viri/Readings:

- Hollensen, S. (1998). Global Marketing: A market-responsive approach. London: Prentice Hall.
- Keegan, W. (2001). Global Marketing Management. International Edition. 7th Edition. Harlow: Pearson Education.
- Tayeb, M. (ur.). (2000). International Business: Theories, Policies and Practices. Harlow: Pearson Education.

Cilji in kompetence:

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

- celovito kritično mišljenje in sposobnost analize, sinteze in predvidevanje rešitev ter posledic problemov s področij ekonomskih, poslovnih, upravnih, organizacijskih, naravoslovno-matematičnih in drugih družbenih ved (interdisciplinarnost),
- obvladovanje raziskovalnih metod postopkov, procesov in tehnologije,
- usposobljenost za prezentiranje pridobljenega temeljnega znanja in raziskovalnih dognanj v obliki projektne, aplikativne, razvojnoraziskovalne naloge ali strokovnega članka,
- celostno obvladovanje temeljnega znanja mikro- in makroekonomije, strateškega menedžmenta, marketinga, sodobnih organizacijskih teorij in metodologije raziskovanja ter njegova interdisciplinarna uporaba,
- razumevanje in uporaba metod kritične analize in razvoja teorij ter njihova uporaba pri reševanju problemov s področja upravljanja in poslovanja,
- sposobnost kreativne uporabe znanja v poslovnem okolju,
- razvoj veščin in spretnosti v uporabi znanja na področju ekonomije, menedžmenta, marketinga, organizacije, trženja, prava, kadrov ...,
- uporaba informacijske komunikacijske tehnologije in sistemov kot vir informacij, komunikacijskega sredstva, kot orodja pri raziskovalnem delu in delovnega sredstva,
- poznavanje teoretičnih osnov in obvladovanje praktičnih spretnosti za delo z ljudmi: poslovno komuniciranje, vodenje, psihološke zakonitosti dela v skupini, vzpodbujanje k ustvarjalnosti, krepitev in ohranjanje lastne osebnostne stabilnosti in odpornosti na strese ter konstruktivno reševanje konfliktnih

Objectives and competences:

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

- 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),
- mastering the research methods of procedures, processes and technology,
- 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,
- comprehensive management of the fundamental knowledge of micro- and macroeconomics, strategic management, marketing, contemporary organizational theories and methodology of research as well as its interdisciplinary application,
- knowledge and understanding of methods of critical analysis and theories development and their use in solving problems in the field of business and management,
- the ability of creative use of knowledge in the business environment,
- development of skills and competences for using the knowledge in economics, management, marketing, organization, law, human resources, etc.
- the use of ICT and systems as the sources of information, means of communication, as tools in research work and as a working medium,
- knowledge of theoretical bases and managing practical skills for working with people: business communication, management, psychological principles of work in the group, encouraging creativity, strengthening and preserving one's own personal stability and

situacij.	resistance to stress, including constructive resolution of conflict situations.
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Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje:</p> <p><i>Študent/študentka bo obvladal/-a:</i></p> <ul style="list-style-type: none"> • koncept mednarodnega trženja (mednarodni trženjski splet), • temeljne izzive globalizacije poslovanja, • značilnosti kulturnih dejavnikov v mednarodnem trženju, • temeljne strategije vstopa na tuje trge s poudarkom na aktivnem procesu internacionalizacije poslovanja podjetja. 	<p>Knowledge in understanding:</p> <p><i>Students will master:</i></p> <ul style="list-style-type: none"> • the concept of international marketing (international marketing mix), • basic challenges of globalisation of business, • characteristics of cultural factors in international marketing, • basic strategies for entering foreign markets with an emphasis on the active process of internationalization of the company's operations.
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Metode poučevanja in učenja:

Learning and teaching methods:

<ul style="list-style-type: none"> • <i>predavanja,</i> • <i>raziskovalni seminarji,</i> • <i>projektno delo,</i> • <i>vklučenost v razvojno raziskovalno delo,</i> • <i>vodeni individualni študij,</i> • <i>konference,</i> • <i>simulacije.</i> 	<ul style="list-style-type: none"> • <i>lectures,</i> • <i>research seminars,</i> • <i>project work,</i> • <i>involvement in research and development work,</i> • <i>guided individual studies,</i> • <i>conferences,</i> • <i>simulations.</i>
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Načini ocenjevanja:

Delež (v %)

Weight (v %)

Assessment:

<p>Način (pisni izpit, ustno spraševanje, naloge, projekt):</p> <ul style="list-style-type: none"> • 100 % udeležba na predavanjih in vajah, • uspešno opravljena projektna naloga s predstavitvijo in zagovorom. • Če študent ni 100 % udeležen na predavanjih in vajah, mora poleg projektne naloge opraviti tudi izpit: <ul style="list-style-type: none"> - izpit, - priprava, predstavitev in zagovor raziskovalne naloge. 	<p>100 %</p> <p>60 %</p> <p>40 %</p>	<p>Types (written examination, oral examination, coursework, project):</p> <ul style="list-style-type: none"> • 100 % attendance of lectures and tutorial, • successfully accomplished project assignment with presentation and defense. • If the student has not fully attended lectures and tutorial (100%), they have to prepare the project paper and take the exam: <ul style="list-style-type: none"> - exam, - preparation, presentation and defense of a research paper.
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