

	<b>UČNI NAČRT PREDMETA/COURSE SYLLABUS</b>
<b>Predmet:</b>	<b>Marketing menedžment</b>
<b>Course title</b>	<b>Marketing Management</b>

<b>Študijski program in stopnja</b> <b>Study programme and level</b>	<b>Študijska smer</b> <b>Study field</b>	<b>Letnik</b> <b>Academic year</b>	<b>Semester</b> <b>Semester</b>
Poslovna ekonomija 2	Poslovna ekonomija	2.	3.
Business Economics 2	Business Economics	2 <sup>nd</sup>	3 <sup>rd</sup>

**Vrsta predmeta/Course type** izbirni/elective

**Univerzitetna koda predmeta/University course code**

<b>Predavanja</b> <b>Lectures</b>	<b>Seminar</b> <b>Seminar</b>	<b>Sem. vaje</b> <b>Tutorial</b>	<b>Lab. vaje</b> <b>Laboratory work</b>	<b>Teren. vaje</b> <b>Field work</b>	<b>Samost. delo</b> <b>Individ. work</b>	<b>ECTS</b>
24		16				7

**Nosilec predmeta/Lecturer:** doc. dr. Malči Grivec

**Jezik/ 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"> <li>• Pogoj za vključitev v delo je vpis v drugi letnik študijskega programa.</li> <li>• Študent mora pred izpitom pripraviti in predstaviti raziskovalno nalogo.</li> </ul>	<ul style="list-style-type: none"> <li>• The condition for inclusion is entry in the second year of study.</li> <li>• Student has to prepare, present and defend a research paper before the exam.</li> </ul>
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**Vsebina:**

**Content (Syllabus outline):**

<ul style="list-style-type: none"> <li>• <i>Trženjsko okolje na začetku 21. stoletja:</i> Nova ekonomija in trženje, elektronsko trženje, spremembe v vedenju kupcev.</li> <li>• <i>Marketing menedžment:</i> strateško trženjsko načrtovanje, razvijanje trženjskih strategij za posamezne tržne segmente, strategije pozicioniranja ponudbe.</li> <li>• <i>Strategije trženjskega spleta:</i> strategije razvoja izdelkov, storitev in blagovnih znamk; strategije cenovnih odločitev; tržno komuniciranje – orodja in postopki; menedžment tržnega komuniciranja – strategije, načrtovanje in izvajanje; menedžment tržnih poti.</li> <li>• <i>Marketing na podlagi odnosov s kupci:</i> storitve in nepridobitno trženje, medorganizacijsko trženje, trženje na</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Marketing environment at the beginning of the 21st century:</i> New economy and marketing, electronic marketing, changes in customer behaviour.</li> <li>• <i>Marketing management:</i> strategic marketing planning, development of marketing strategies for individual market segments, positioning strategies.</li> <li>• <i>Marketing mix strategies:</i> strategies of the development of products, services and brands; pricing decisions strategies; marketing communication - tools and procedures; marketing communication management - strategies, planning and implementation; management of marketing channels.</li> <li>• <i>Marketing based on customer relationships:</i> services and non-profit</li> </ul>
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<p>podlagi kakovosti in zadovoljlitve kupcev.</p> <ul style="list-style-type: none"> <li>• <i>Sodobni trženjski pristopi:</i> nove tehnologije in trženje, postmoderno trženje, etika trženja.</li> </ul>	<p>marketing, interorganizational marketing, marketing based on quality and customer satisfaction.</p> <ul style="list-style-type: none"> <li>• <i>Modern marketing approaches:</i> new technologies and marketing, postmodern marketing, marketing ethics.</li> </ul>
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### Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> <li>• Baines, P. et al. (2008). Marketing. Oxford: University Press.</li> <li>• Burnett, J. (2002). Core Concepts in Marketing. London: John Wiley and Sons.</li> <li>• Fill, C. (2002). Marketing Communications: Contexts, Strategies and Applications. Harlow: Prentice Hall.</li> <li>• Kotler, P. (2004). Management trženja. Posušje; Ljubljana: Mate; GV Založba.</li> <li>• Palmer, A. (2005). Principles of Services Marketing. Maidenhead: McGraw Hill.</li> <li>• Piercy, N. (2002). Market-Lead Strategic Change: Transforming the Process of Going to Market. Oxford: Butterworth-Heinemann.</li> </ul>
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### Cilji in kompetence:

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

- poznavanje in razumevanje procesov v poslovnem okolju ter usposobljenost za njihovo analizo, sintezo in predvidevanje rešitev oz. posledic;
- sposobnost kreativne uporabe trženjskega znanja v poslovnem okolju;
- upoštevanje medkulturnih razlik pri doseganju sinergijskih trženjskih učinkov v podjetju in njegovem okolju;
- etična refleksija in zavezanost poslovni morali in etiki;
- proaktiven odnos do vseh udeležencev (dobaviteljev, kupcev, zaposlenih, institucij družbene skupnosti);
- celostno poznavanje položaja marketinga v mikroekonomiji in makroekonomiji ter njegova interdisciplinarna uporaba;
- usposobljenost za strateško vodenje po sodobnih organizacijskih načelih;
- sposobnost za taktično načrtovanje, vodenje in kontrolo izvajanja trženjskih aktivnosti podjetja in odgovornost za sprejete odločitve;
- sposobnost sprotne prenosa novega znanja in informacij iz teorije v prakso.

### Objectives and competences:

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

- knowledge and understanding of processes in the business environment and the ability to analyze, synthesize and anticipate solutions and their consequences;
- the ability to creatively use marketing knowledge in the business environment;
- considering intercultural differences in achieving synergistic marketing effects in the company and its environment;
- ethical reflection and commitment to business morality and ethics;
- proactive attitude towards all stakeholders (suppliers, customers, employees, social community institutions);
- comprehensive knowledge of the position of marketing in microeconomics and macroeconomics, and its interdisciplinary application;
- competence for strategic management according to modern organizational principles;
- the ability to tactically plan, manage and control the implementation of the company's marketing activities and responsibility for the decisions made;
- the ability to instantly transfer new knowledge and information from theory into practice.

**Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/Študentka:*

- nadgradi temeljna znanja trženja, pojasni temeljni kontekst trženja in njegov pomen v podjetju in družbi;
- identificira in pojasnjuje tri temeljna področja trženjskega okolja podjetja in razume pomen njihove analize;
- razume vedenjske značilnosti kupcev in njihove nakupne odločitve, zlasti vplive referenčnih skupin;
- razume pomen raziskave trga za odločanje in posledic le-tega;
- obvlada metode strateškega trženjskega načrtovanja, oblikovanja trženjskih strategij in vpliv konkurentov na taktično izvedbo strategij;
- pozna koncepte segmentiranja trga in pozicioniranja ponudbe ter možnosti in nevarnosti vstopa na nove trge;
- razume vodenje izdelka ali storitve skozi življenjski cikel in potrebne strategije za uspešno implementacijo;
- se zna prilagoditi cenovnim strategijam in cenovnim vojnám na trgu in izbrati ustrezno cenovno politiko za posamezne tržne situacije;
- pozna metode in postopke tržnega komuniciranja in pomen komunikacijskega spleta;
- obvlada dejavnike, ki vplivajo na oblikovanje, strukturo in strategijo tržnih poti;
- razume uporabo elektronskih tehnologij za uspešno doseganje tržnih ciljev in pojmovanje postmoderne marketinga in težav pri uvajanju socialno odgovornega trženja.

**Intended learning outcomes:**

Knowledge and understanding:

*Students:*

- upgrade the basic marketing knowledge, explain the basic context of marketing and its importance in the company and society;
- identify and clarify the three core areas of the company's marketing environment and understand the importance of their analysis;
- understand the behavioural characteristics of buyers and their buying decisions, in particular the impact of the reference groups;
- understand the importance of market research for decision-making and its implications;
- master the methods of strategic marketing planning, the development of marketing strategies and the influence of competitors on the tactical implementation of strategies;
- know the concepts of segmenting the market and positioning the offer, and the pros and cons of entering new markets;
- understand the management of products or services throughout the lifecycle and the necessary strategies for successful implementation;
- can adapt to pricing strategies and pricing wars on the market and are able to choose the right pricing policy for individual market situations;
- know the methods and procedures of market communication and the importance of the communication mix;
- master the factors that influence the design, structure and strategy of marketing channels;
- understand the use of electronic technologies for a successful achievement of marketing goals and the concept of postmodern marketing with the difficulties in introducing a socially responsible marketing.

**Metode poučevanja in učenja:**

- *predavanja:* aktivna udeležba študentov (razlaga, vprašanja, diskusija, možne rešitve);
- *vaje v povezavi s prakso:* povezava s prakso (projektno, timsko in individualno delo, diskusije, nastopi pred skupino).

**Learning and teaching methods:**

- *lectures* with active student participation (explanation, discussion, questions, possible solutions);
- *tutorial in connection with practice* (project, team and individual work, discussions, presentations in front of the

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<b>Načini ocenjevanja:</b>	Delež (v %) Weight (v %)	<b>Assessment:</b>
Način (pisni izpit, ustno spraševanje, naloge, projekt): <ul style="list-style-type: none"> <li>• izpit</li> <li>• priprava, predstavitev in zagovor raziskovalne naloge</li> </ul>	60 40	Types (written examination, oral examination, coursework, project): <ul style="list-style-type: none"> <li>• exam,</li> <li>• preparation, presentation and defense of a research paper</li> </ul>