

	<b>UČNI NAČRT PREDMETA/COURSE SYLLABUS</b>
<b>Predmet:</b>	Trženjsko komuniciranje
<b>Course title</b>	Marketing Communications

<b>Študijski program in stopnja</b> Study programme and level	<b>Študijska smer</b> Study field	<b>Letnik</b> Academic year	<b>Semester</b> Semester
Upravljanje in poslovanje 1	Upravljanje in poslovanje	3.	5.
Business and Management 1	Business and Management	3 <sup>rd</sup>	5 <sup>th</sup>

**Vrsta predmeta/Course type** modularni/module

**Univerzitetna koda predmeta/University course code** 242NM

<b>Predavanja</b> Lectures	<b>Seminar</b> Seminar	<b>Sem. vaje</b> Tutorial	<b>Lab. vaje</b> Laboratory work	<b>Teren. vaje</b> Field work	<b>Samost. delo</b> Individ. work	<b>ECTS</b>
30		30				6

**Nosilec predmeta/Lecturer:** mag. 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 3. letnik študija.</li> <li>• Študent mora pred izpitom pripraviti in predstaviti praktično nalogo (trženjsko komunikacijski načrt za izbrano organizacijo), opraviti nastop in oddati portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>• A prerequisite for inclusion is enrolment in the third year of study.</li> <li>• Students should prepare and successfully present their seminar papers (marketing communications plan for the selected organization), successfully present their seminar papers and submit a portfolio before the examination.</li> </ul>
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**Vsebina:**

**Content (Syllabus outline):**

<ul style="list-style-type: none"> <li>• <i>Uvod.</i> Značilnosti procesa komuniciranja.</li> <li>• <i>Oblikovanje uspešnega komuniciranja.</i> Določitev ciljnih javnosti. Opredelitev ciljev komuniciranja. Oblikovanje sporočil. Izbiranje komunikacijskih poti. Določanje proračuna za trženjsko komuniciranje.</li> <li>• <i>Izbira spleta orodij za trženjsko komuniciranje.</i> Dejavniki, ki vplivajo na izbiro orodij, merjenje učinkovitosti trženjskega komuniciranja.</li> <li>• <i>Menedžment trženjskega komuniciranja.</i></li> <li>• <i>Menedžment oglaševanja.</i> Oblikovanje ciljev, določanje proračuna, izbira</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Introduction.</i> Characteristics of the communication process.</li> <li>• <i>Creation of effective communication.</i> Identification of target audiences. Definition of communication objectives. Forming messages. Selecting communication channels. Establish the budget for marketing communications.</li> <li>• <i>Selecting of marketing communication tools.</i> Factors affecting the choice of tools, measuring the effectiveness of marketing communication.</li> <li>• <i>Management of marketing communication.</i></li> <li>• <i>Management of advertising.</i> Setting</li> </ul>
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<p>oglasnega sporočila, odločanje o medijih (značilnosti medijev) in merjenje učinkovitosti oglaševanja. Mednarodno oglaševanje, korporativno oglaševanje, oglaševanje neprofitnih itd. Sodobni trendi v oglaševanju: ekologija, etika, družbena vpetost. Oglaševalski kodeks.</p> <ul style="list-style-type: none"> <li>• <i>Pospeševanje prodaje</i>: namen in cilji, posredno in neposredno pospeševanje prodaje, oblikovanje programa pospeševanje prodaje, preskus, izpeljava in merjenje učinkovitosti programa pospeševanja prodaje.</li> <li>• <i>Odnosi z javnostmi</i>. Odnosi z mediji. Publiciteta izdelka. Korporativno komuniciranje. Lobiranje. Svetovanje. Trženjski odnosi z javnostjo: opredelitev ciljev, oblikovanje sporočil in načrtovanje nosilcev, izvajanje odnosov z javnostjo in merjenje učinkovitosti.</li> <li>• <i>Neposredno trženje</i>: osebna prodaja, neposredna pošta, kataloško trženje, trženje po telefonu, televiziji, e-trženje. Povezano neposredno trženje. Trženje s poudarkom na odnosih s kupci.</li> </ul>	<p>goals, determining the budget, choosing of advertising messages, decide on the media (media features) and measuring the effectiveness of advertising. International advertising, corporate advertising, non-profit organization advertising, etc. Trends in advertising: ecology, ethics, social integration. The Code of Advertising.</p> <ul style="list-style-type: none"> <li>• <i>Sales promotion</i>: the purpose and objectives, direct and indirect sales promotion, forming sales promotion program, testing, implementation and measure the effectiveness of sales promotion program.</li> <li>• <i>Public Relations</i>. Relations with the media. Product publicity. Corporate communication. Lobbying. Advising. Marketing public relations: defining objectives, designing communications and media planning, performing the public relations and measuring effectiveness,</li> <li>• <i>Direct marketing</i>: personal selling, direct mail, catalog marketing, telemarketing, television, e-marketing. Related direct marketing. Customer's relations marketing.</li> </ul>
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### Temeljna literatura in viri/Readings:

Clow, K. E., D. Baack (2004). Integrated Advertising, Promotion, & Marketing Communications. Upper Saddle River : Pearson Prentice Hall.

Cutlip, S., A. Center, G. Broom, (2000). Effective Public Relation. London: Prentice-Hall International.

Duncan, T. R. (2005). Principles of Advertising & IMC. Boston: McGraw-Hill/Irwin, cop.

Grönroos, C. (2000). Service Management and Marketing: A Customer Relationship Management Approach. Chichester: J. Wiley.

Kodrin, L. (v pripravi). Trženjsko komuniciranje. Novo mesto: Visokošolsko središče Novo mesto.

Lorbek, F. (1999). Osnove komuniciranja v marketingu. Maribor: Ekonomsko poslovna fakulteta.

Potočnik, V. (2005). Temeljni trženja : s primeri iz prakse. Ljubljana: GV založba.

### Cilji in kompetence:

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

- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic;
- občutljivost/odprtost za ljudi in socialne situacije ter razvoj komunikacijskih

### Objectives and competences:

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

- knowledge and understanding of processes in the environment and the ability to analyse, synthesise and envisage solutions and their consequences;
- sensitivity/openness to people and social

<p>spretnosti za domače in mednarodno okolje;</p> <ul style="list-style-type: none"> <li>• etična refleksija in zavezanost profesionalni etiki v poslovnem okolju, spoštovanje nediskriminativnosti in multikulturalnosti v organizaciji in njenem (mednarodnem) okolju;</li> <li>• zmožnost vzpostavljanja in vzdrževanja partnerskega odnosa s sodelavci, z delodajalcem in drugimi uporabniki oz. skupinami (lokalna skupnost, svetovalne službe, gospodarstvo ipd.) ter zmožnost strpnega dialoga;</li> <li>• komuniciranje s strokovnjaki z različnih področij gospodarskega in družbenega življenja;</li> <li>• sodelovanje z interesnimi skupinami (dobavitelji, kupci, konkurenco, politiko...);</li> <li>• razumevanje odnosov med organizacijo in socialnim okoljem – sistemsko gledanje in delovanje;</li> <li>• zavzemanje za take spremembe sistema, ki zagotavljajo osnovne pravice in potrebe uporabnika oz. skupine.</li> </ul>	<p>situations and developing of communication skills for domestic and international environment;</p> <ul style="list-style-type: none"> <li>• ethical reflection and commitment to professional ethics in the business environment, respect the undiscrimination and multiculturalism in organization and its (international) environment;</li> <li>• ability to establish and maintain a partnership with colleagues, with employers and other users and groups (local community, advisory services, economy, etc..) and the ability to tolerant dialogue;</li> <li>• communicating with experts from various fields of economic and social life;</li> <li>• collaboration with stakeholders (suppliers, customers, competition, politics ...);</li> <li>• understanding of relationships between the organization and social environment - a systemic vision and action;</li> <li>• a commitment to such changes to the system providing the basic rights and needs of the user or groups.</li> </ul>
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**Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/Študentka:*

- pozna in razume pomen trženjskega komuniciranja;
- razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost trženjskega komuniciranja;
- uporablja osnovno znanje s področja trženjskega komuniciranja;
- pozna in razume vlogo posameznega komunikacijskega orodja pri trženjskem komuniciranju;
- pridobljeno teoretično, metodološko in praktično znanje uporablja pri pripravi, izvajanju in kontroli trženjsko komunikacijskih aktivnosti v organizacijah;
- izbere in interpretira domačo in tujo strokovno literaturo ter druge vire s področja trženjskega komuniciranja;
- aktivno in kritično spremlja in reflektira aktualno dogajanje na področju trženjskega komuniciranja;
- izbere in reflektira gradiva iz drugih

**Intended learning outcomes:**

Knowledge in understanding:

*Students:*

- know and understand the importance of marketing communications;
- understand the interaction of the factors that influence on the effectiveness of marketing communication;
- apply the basic knowledge of marketing communication;
- be familiar with the role of each communication tool in marketing communications;
- used a theoretical, methodological and practical skills in the preparation, implementation and control of marketing communication's activities in organizations;
- select and interpret domestic and foreign professional literature and other resources in the field of marketing communication;
- actively and critically monitor and reflect current developments in the field of marketing communication;

<p>strokovnih disciplin in jih poveže s področjem trženjskega komuniciranja;</p> <ul style="list-style-type: none"> <li>• v povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih na različnih področjih trženjskega komuniciranja;</li> <li>• pozna in razume umeščenost svojega strokovnega področja v širše družbene, kulturne in vrednostne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven in profiliran odnos do sveta.</li> </ul>	<ul style="list-style-type: none"> <li>• select and reflect material from other professional disciplines and connect them to the field of marketing communication;</li> <li>• in conjunction with other subjects, understand and reflect the complexity of professional and social duties of employees in various areas of marketing communication;</li> <li>• know and understand area of their expertise into the broader social, cultural and value contexts and with the reflection these contexts develop intellectually active and shaped relationship to the world.</li> </ul>
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#### Metode poučevanja in učenja:

#### Learning and teaching methods:

<ul style="list-style-type: none"> <li>• <i>predavanja</i> z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov, ekskurzija);</li> <li>• <i>seminarske vaje</i> v povezavi s prakso (refleksija izkušenj, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);</li> <li>• individualne in skupinske <i>konzultacije</i> (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);</li> <li>• <i>oblikovanje portfolija in samostojen študij</i> (motiviranje, usmerjanje, refleksija, samoocenjevanje).</li> </ul>	<ul style="list-style-type: none"> <li>• <i>lectures</i> with active participation of students (practical examples, discussion, questions, explanation, problem solving, field trip);</li> <li>• <i>tutorial</i> related to practice (reflection on experience, team work, methods of critical thinking, discussion, feedback information);</li> <li>• <i>individual and group consultation</i> (discussion, additional explanation, dealing with special cases);</li> <li>• <i>portfolio and independent study</i> (motivation, guidance, reflection, self-assessment).</li> </ul>
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#### Načini ocenjevanja:

Delež (v %)  
Weight (v %)

#### Assessment:

Način (pisni izpit, ustno spraševanje, naloge, projekt):	Delež (v %) Weight (v %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> <li>• pisni (ustni) izpit</li> <li>• praktična naloga – skupinska (trženjsko komunikacijski načrt za izbrano organizacijo) - s predstavitevjo in zagovorom</li> <li>• portfolio (analiza treh strokovnih člankov)</li> </ul>	<p>60%</p> <p>20%</p> <p>20%</p>	<ul style="list-style-type: none"> <li>• written (oral) exam</li> <li>• seminar paper – group (marketing communication plan for the selected organization) – with the presentation and defense</li> <li>• portfolio (analysis of three professional articles)</li> </ul>