

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Marketinška komunikacija</b>
<b>Course title:</b>	<b>Marketing Communication</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Medkulturni management / Intercultural management	Program nima smeri.	Prvi	2.
Druga stopnja/ Second level	The programme has no fields.	First	2 <sup>nd</sup>

Vrsta predmeta / Course type izbirni / optional

Univerzitetna koda predmeta / University course code:  

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje Work	Druge oblike študija Other	Samost. delo Individ. work	ECTS
20		15	0	0	145	6

Nosilec predmeta / Lecturer: doc. dr. Andrej Kovačič

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	Slovenščina, angleščina / Slovene, English
	<b>Vaje / Tutorial:</b>	Slovenščina, angleščina / Slovene, English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:** **Prerequisites:**

**Vsebina:**

Predmet obravnava marketinško komunikacijo v širokem družbenem kontekstu in s poudarkom na njegovih učinkih, pri čemer se posebej osredotoča na:

- Značilnosti in akterji marketinga
- Glavni pristopi v marketingu
- Področja relevantnosti marketinga
- Pojavne oblike marketinga: študije primera
- Marketinške tehnike
- Testiranje oglasov
- Odnosi z javnostmi

**Content (Syllabus outline):**

The course deals with marketing communication in a broad societal context with the emphasis on its effects, whereby it focuses in particular on:

- Marketing characteristics and players
- Main approaches in marketing
- Areas of relevance in marketing
- Manifestations of marketing: a case study
- Marketing techniques
- Copy testing
- Public relations



### Temeljni literatura in viri / Readings:

- Green, Andy (2005) Effective Communication Skills for Public Relations (PR in Practice). Kogan page. London.
- Gackenbach, Jayne ed. (2007): Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications. Academic press.
- Kovačič, Andrej (2014). The ACTION model for measuring influence in advertising. Innovative issues and approaches in social sciences, vol. 7, no. 3, str. 90-103
- MacQuail, D. (2005) Theory of Mass Communication. Sage. London.
- Smith, Paul (1997): Marketing communications: an integrated approach. London: Kogan Page.

### Cilji in kompetence:

- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- Strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- Poznavanje področja marketinga in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;
- Sposobnost kompleksne analize marketinških tehnik;
- Sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- Sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske kanale.

### Objectives and competences:

- Ability to formulate original ideas, concepts and solutions of certain problems;
- Strategic orientation, i.e. the ability to anticipate future events, ability to provide solutions to remedy the situation;
- Knowledge of the field of marketing and understanding the media phenomena and their relationship to the structure and development of the societies;
- Ability of complex analysis of marketing techniques;
- Ability of media communication in different cultural environments;
- Ability of self-expression and presentation of own views and ideas through different media channels.

### Predvideni študijski rezultati:

Študent/študentka:

- V povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij medijev in marketinga;
- Pozna in uporablja osnovne metode in tehnike marketinga;
- Izvede študijo primera in primerjalno študijo primera;
- Zna uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij medijskega marketinga;
- Zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednosti

### Intended learning outcomes:

Students:

- In relation to other courses know and understand notions and concepts from the fields of media and marketing;
- Know and apply the basic methods and techniques of marketing;
- Carry out a case study and comparative case study;
- Are able to use their theoretical and methodological knowledge for practical problem solving to tackle concrete problems in the field of media marketing;
- Take a position on key ethical issues in the

<p>konkreten primer;</p> <ul style="list-style-type: none"> <li>• Reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.</li> </ul>	<p>research process and the critical value of a concrete example;</p> <ul style="list-style-type: none"> <li>• Reflect on and critically evaluate the suitability of a particular approach to solve a specific problem.</li> </ul>	
<p><b>Metode poučevanja in učenja:</b></p>	<p><b>Learning and teaching methods:</b></p>	
<ul style="list-style-type: none"> <li>• Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);</li> <li>• Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);</li> <li>• Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);</li> <li>• Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);</li> </ul>	<ul style="list-style-type: none"> <li>• Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);</li> <li>• Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);</li> <li>• Individual and group consultations (discussion, further explanation, dealing with specific issues);</li> <li>• Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);</li> </ul>	
<p><b>Načini ocenjevanja:</b></p>	<p><b>Assessment:</b></p>	
<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none"> <li>• Pisni/ustni izpit - 50% ocene.</li> <li>• Aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge - 50% ocene.</li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p>	<p>Type (written and oral examination, coursework, project):</p> <ul style="list-style-type: none"> <li>• Written / oral examination - 50% of the grade.</li> <li>• Active participation, reports on work and the paper presentation - 50% of the grade.</li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
<p><b>Reference nosilca / Lecturer's references:</b></p>		
<p>KOVAČIČ, Andrej. <i>Internet marketing</i>. London: Vega Press, 2015. 148 str., ilustr. ISBN 978-1-909736-02-3.</p> <p>KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103.</p> <p><a href="http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf">http://www.iiass.com/pdf/IIASS-2014-no3-art05.pdf</a>.</p>		

KOVAČIČ, Andrej. Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr. ISBN 978-961-93392-2-0.

KOVAČIČ, Andrej. Using the method of observation in testing media advertising. Research in social change, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22.

KOVAČIČ, Andrej, PODGORNİK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, <http://www.iiass.com/pdf/IIASS-volume6-number2-article6.pdf>.

KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. Research in social change, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113.

KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. Raziskave in razprave, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74,