

***Predmetnik magistrskega študijskega programa Marketing in prodaja
Veljaven za študijska leta vpisa 2022/23, 2023/24, 2024/25***

Št.	1. letnik	KT
	Obvezne učne enote	
1.	Mednarodna poslovna ekonomija	9
2.	Upravljanje podjetij z informacijskimi tehnologijami	9
3.	Inovativni poslovni procesi, odnosi in modeli	9
4.	Menedžment v prodaji in marketingu	9
5.	Raziskave trga	9
6.	Psihologija prodaje	6
7.	Ekonomski, okoljski in družbeni trajnostni razvoj in globalizacija	9
	2. letnik	
	Obvezne učne enote	
1.	Razvoj izdelkov in blagovnih znamk	6
2.	Integrirano marketinško komuniciranje	6
3.	Integrativni projekt	6
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1.	Izbirni predmet 1*	6
2.	Izbirni predmet 2*	6
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	Vse smeri	
1.	Magistrska naloga	24
	Skupaj KT	120

Legenda: KT – kreditne točke po določilih ECTS

**Izbirne predmete študent izbere iz skupnega nabora predmetov v magistrskih študijskih programih druge stopnje, pri čemer izbere tiste izbirne predmete, ki niso hkrati tudi obvezni predmeti programa.*

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Mednarodna poslovna ekonomija
Course title:	International Business Economics

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type

Obvezni/Compulsory

Univerzitetna koda predmeta / University course code:

MPE

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	24	0	0	0	189	9

Nosilec predmeta / Lecturer:

prof. dr. Vito Bobek

Jeziki /

Languages:

Predavanja / Lectures:

Vaje / Tutorial:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

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

Znanje, predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih ali tehničnih ved.

Vsebina:

Prerequisites:

Knowledge foreseen in the course syllabi of first-cycle programmes in business and technical sciences.

Content (Syllabus outline):

<ol style="list-style-type: none"> 1. Tekoče in predvidene strukturne spremembe mednarodnega poslovnega okolja 2. Izzivi in priložnosti globalizacije 3. Teorije internacionalizacije (tujih neposrednih investicij, transnacionalnih podjetij...) 4. Internacionalizacija poslovanja in konkurenčnost 5. Organizacija transnacionalnih podjetij 6. Kako se odzivati na globalizacijo? 7. Posebnosti poslovanja v Evropski Uniji 8. Medkulturno poslovanje
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<ol style="list-style-type: none"> 1. Current and foreseen structural changes in the international business environment 2. Challenges and opportunities of globalisation 3. Internationalisation theories (foreign direct investments, transnational corporations, etc.) 4. Internationalisation of operations and competitiveness 5. Organisation of transnational corporations 6. How to respond to globalisation? 7. Specifics of doing business in the European Union 8. Intercultural business

Temeljni literatura in viri / Readings:

<ul style="list-style-type: none"> • Begg, I. et al. (2008). Is Social Europe Fit for Globalisation? European Commission. • Bhattacharya, A. (2018). Globationation isn't declining – it is transforming. Available at: https://www.ted.com/talks/arindam_bhattacharya_globalization_isn_t_declining_it_s_transforming • Bobek, V. (2023). Prosojnice s predavanj (ppt). Maribor: Doba Fakulteta. • European Commission (2007). Global Europe - A stronger partnership to deliver market access for European exports. • Introduction to International Business (2022) (interno gradivo). str. 1-35 • O'Sullivan (2020). The end of globalisation (and the beginning of something new) Available at: https://www.ted.com/talks/mike_o_sullivan_the_end_of_globalization_and_the_beginning_of_something_new. • Peng, M.W. (2011). Global Business (2nd edition). Mason, USA: South-Western Cengage Learning. Chapter 1, str. 2-84.
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Cilji in kompetence:

<p>Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:</p> <ul style="list-style-type: none"> - sposobnost razumevanja in metodološkega analiziranja spreminjajočega se globalnega poslovnega okolja, - sposobnost prognoziranja bodočih tendenc in odzivanja nanje z različnimi načini mednarodnega poslovanja, - sposobnost ustvarjalnega oblikovanja načinov vstopanja na tuje trge, - sposobnost sedanjega in bodočega pozicioniranja svojega podjetja/ustanove v globalnem okolju, - z obvladovanjem sodobnih teorij mednarodnega poslovanja poiskati svojemu podjetju najprimernejše načine mednarodnega poslovanja v pogojih globalizacije,

Objectives and competences:

<p>During the course, students develop the following general and subject-specific competencies:</p> <ul style="list-style-type: none"> - The ability to understand and methodically analyse the changing global business environment - The ability to forecast future trends and respond to them utilising various ways of international business management - The ability to creatively shape ways of entering foreign markets - The ability of current and future positioning of their company/organisation in the global environment - The mastery of contemporary theories of international business management, which results in the ability to find the most appropriate ways of international business management for the company under conditions of globalisation

- obvladati interdisciplinarna znanja potrebna za pospešeno internacionalizacijo dejavnosti v pogojih medkulturnih razlik,
- obvladanje upravljalško voditeljskih sposobnosti za načrtovanje, spreminjanje in izvajanje organizacijskih sprememb, ki jih izziva globalno okolje,
- oblikovanje globalne miselnosti,
- znanja za uspešen nastop na notranjem trgu EU,
- spoznavanje programov EU namenjene podjetjem,
- spoznavanje evropskega podpornega okolja za mala in srednja podjetja
- sposobnost analize gospodarske krize na mednarodno poslovanje.

- The mastery of interdisciplinary knowledge that is needed for a facilitated internationalisation of activity under conditions of intercultural differences
- The mastery of management and executive abilities for planning, changing, and implementing organisational changes that are triggered by the global environment
- The shaping of a global mentality
- Knowledge that is required for a successful presence in the EU internal market
- Knowledge of EU programmes for enterprises
- Familiarisation with the European support environment for small and medium-sized enterprises
- The ability to analyse the effects of the economic crisis on international business management

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/-ka bo:

- razumel-a in bil-a usposobljen-a za tekoče odzivanje na globalno okolje
- kompetenten-na na področju internacionalizacijskega poslovanja
- obvladal-a različne oblike mednarodnega investicijskega in pogodbenega nastopanja
- spoznal-a mednarodno gospodarsko okolje in poslovanje podjetij
- razumel-a principe mednarodne ekonomije in oblikovanje strategij
- sposoben-na razumevanja poslovanja modernih transnacionalnih podjetij
- obvladal-a temeljne medkulturne razlike in bil-a sposoben-na odzivati se nanje
- obvladal-a specifično poslovanja na enotnem trgu EU
- sposoben-na kritične analize ekonomske politike EU
- sposoben analize gospodarskih gibanj na mednarodno poslovanje

Intended learning outcomes:

Knowledge and understanding:

The student will:

- Understand and be qualified to continuously react to the global environment
- Develop competencies from the field of international operations
- Master different forms of international investment and contractual actions
- Learn about the international economic environment and company operations
- Understand the principles of international economics and the shaping of strategies
- Be able to understand the operation of modern transnational corporations
- Master the basic intercultural differences and be able to react to them
- Master the specifics of operations in the unified EU market
- Be able to critically analyse EU economic policies
- Be able to analyse the effects of economic trends on international business management

- usvojil-a znanja za iskanje in uporabo informacij po podjetjih, deželah in tehnologijah

- Adopt the knowledge that is required to search for and use information according to companies, countries, and technologies

Metode poučevanja in učenja:

Learning and teaching methods:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)

Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

Sodelovanje gostujočega predavatelja

Drugo: Študij primerov
Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Frontal instruction: lectures with active participation of students (explanations, discussions, case study)

Collaborative group work: tutorial work (project work, team work)

Individual work: individual activities (coursework, study of literature and resources, development and research work, reflections, self-evaluation, public speaking, written assignments)

Study in the virtual environment: collaborative and individual activities (tasks, forums, chat room, literature study);

Visiting lecturer

Other: The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
<u>Sprotno preverjanje in ocenjevanje znanja</u>		<u>Continuous knowledge assessment</u>
<ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki • online test 	45 25 30	<ul style="list-style-type: none"> • Shorter individual assignments • Complex written assignments • Online test
<u>Končno preverjanje in ocenjevanje znanja</u>		<u>Final knowledge assessment</u>
pisni izpit	75	<ul style="list-style-type: none"> • Written exam
daljši pisni izdelek	25	<ul style="list-style-type: none"> • Complex written assignment

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Reference nosilca / Lecturer's references:

- GIEGERL, David, BOBEK, Vito, HORVAT, Tatjana. Qualitative outlook on Austrian companies' revenue on the markets of "Next Eleven". *FAIMA Business & Management Journal*. sep. 2021, vol. 9, no. 3, str. 15-27, ilustr. ISSN 2344-4088. [COBISS.SI-ID [78991107](#)]
- GORDEEV, Vadim, BOBEK, Vito, HORVAT, Tatjana. How can the development of special economic zones stimulate private investments - the case of the "Lipetsk" in Russia. *The USV Annals of Economics and Public Administration*. 2021, vol. 21, iss. 1 (33), str. 50-71. ISSN 2344-3847. <http://www.annals.seap.usv.ro/index.php/annals/article/view/1294/1049>. [COBISS.SI-ID [79176963](#)]
- HINTRINGER, Tina Maria, BOBEK, Vito, MILOST, Franko, HORVAT, Tatjana. Innovation as a determinant of growth in outperforming emerging markets : an analysis of South Korea. *Sustainability*. 2021, vol. 13, issue 18, str. 1-22, ilustr. ISSN 2071-1050. <https://www.mdpi.com/2071-1050/13/18/10241>, DOI: [10.3390/su131810241](https://doi.org/10.3390/su131810241). [COBISS.SI-ID [77213187](#)]
- HORVAT, Tatjana, BENDIX, Hendrik, BOBEK, Vito, SKOKO, Hazbo. Impacts of investments in infrastructure projects on emerging markets' growth : the case of East African countries. *Ekonomski istraživanja*. 2021, vol. 34, no. 1, str. 2135-2161. ISSN 1331-677X. <https://www.tandfonline.com/doi/full/10.1080/1331677X.2020.1860799>, DOI: [10.1080/1331677X.2020.1860799](https://doi.org/10.1080/1331677X.2020.1860799). [COBISS.SI-ID [45203971](#)]
- HORVAT, Tatjana, MAYRLEITNER, Philipp, KOREZ-VIDE, Romana, BOBEK, Vito. Culture, corruption and economic development : the case of emerging economies. *Acta oeconomica*. [Online ed.]. 2021, vol. 71, issue 1, str. 99-116, ilustr. ISSN 1588-2659. <https://akjournals.com/view/journals/032/71/1/article-p99.xml>, DOI: [10.1556/032.2021.00005](https://doi.org/10.1556/032.2021.00005). [COBISS.SI-ID [58696963](#)]
- HORVAT, Tatjana, ŠART, Veronika, JUSTINEK, Gorazd, BOBEK, Vito. Analysis of the financing of local communities in Slovenia in times of economic downturn and crises. *Lex localis : revija za lokalno samoupravo*. [Tiskana izd.]. 2021, vol. 19, no. 3, str. 751-780, ilustr. ISSN 1581-5374. DOI: [10.4335/19.3.751-780\(2021\)](https://doi.org/10.4335/19.3.751-780(2021)). [COBISS.SI-ID [73190915](#)]
- HORVAT, Tatjana, TRAVNER, Urška, SKOKO, Hazbo, BOBEK, Vito. The influence of profit, revenues and debt on audit prices in large companies : insights from Slovenia. *Ekonomski istraživanja*. 2021, vol. , no. , str. 1-21, ilustr. ISSN 1848-9664. <https://www.tandfonline.com/doi/full/10.1080/1331677X.2021.1934057>, DOI: [10.1080/1331677X.2021.1934057](https://doi.org/10.1080/1331677X.2021.1934057). [COBISS.SI-ID [71249923](#)]
- HORVAT, Tatjana, VIDMAR, Marijanca, JUSTINEK, Gorazd, BOBEK, Vito. Legislative, organisational, and economic factors of debt level of municipalities in Slovenia. *Lex localis : revija za lokalno samoupravo*. [Tiskana izd.]. Oct. 2020, vol. 18, no. 4, str. 1067-1093, ilustr. ISSN 1581-5374. DOI: [10.4335/18.3.1067-1093\(2020\)](https://doi.org/10.4335/18.3.1067-1093(2020)). [COBISS.SI-ID [36331267](#)]
- KOMANI, Lindita, BOBEK, Vito, HORVAT, Tatjana. What can the EU learn from the USA in the field of innovation?. *Journal of economics and management sciences*. 2021, vol. 4, issue 1, str. 29-49. ISSN 2576-3016. <https://j.ideasspread.org/index.php/jems/article/view/819>, DOI: [10.30560/jems.v4n1p29](https://doi.org/10.30560/jems.v4n1p29). [COBISS.SI-ID [58885635](#)]
- KOMANI, Lindita, BOBEK, Vito. What can be learned from Israel by the European Union in the field of innovation?. *International journal of diplomacy and economy*. 2020, vol. 6, no. 1, str. 51-66. ISSN 2049-0887. DOI: [10.1504/IJDIPE.2020.10031851](https://doi.org/10.1504/IJDIPE.2020.10031851). [COBISS.SI-ID [27136515](#)]

- MAJCEN, Nataša, BOBEK, Vito, HORVAT, Tatjana. The implementation of structural reforms in Slovenia and readiness to the new economic and financial crisis. *The USV annals of economics and public administration*. 2020, vol. 20, iss. 1 (31), str. 26-40. ISSN 2285-3332. <http://www.annals.seap.usv.ro/index.php/annals/article/view/1232>. [COBISS.SI-ID [26947587](#)]
- MORITZ, Jellenz, BOBEK, Vito, HORVAT, Tatjana. Impact of education on sustainable economic development in emerging markets - the case of Namibia's tertiary education system and its economy. *Sustainability*. 2020, vol. 12, issue 21, str. 1-25, ilustr. ISSN 2071-1050. <https://www.mdpi.com/2071-1050/12/21/8814>, DOI: [10.3390/su12218814](https://doi.org/10.3390/su12218814). [COBISS.SI-ID [34108419](#)]
- SCHRÖDER, Lisa-Marie, BOBEK, Vito, HORVAT, Tatjana. Determinants of success of businesses of female entrepreneurs in Taiwan. *Sustainability*. 2021, vol. 13, issue 9, str. 1-23, ilustr. ISSN 2071-1050. <https://www.mdpi.com/2071-1050/13/9/4842>, DOI: [10.3390/su13094842](https://doi.org/10.3390/su13094842). [COBISS.SI-ID [62234883](#)]
- SITTLER, Inken Carina, BOBEK, Vito, KOREZ-VIDE, Romana, JUSTINEK, Gorazd, HORVAT, Tatjana. Political consumerism in emerging markets : the case of Argentina. *International journal of globalisation and small business*. 2020, vol. 11, no. 3, str. 303-323. ISSN 1479-3059. <https://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijgsb>, DOI: [10.1504/IJGSB.2020.10031686](https://doi.org/10.1504/IJGSB.2020.10031686). [COBISS.SI-ID [26823683](#)]
- VUCKOVIC, Mladen, BOBEK, Vito, MAČEK, Anita, SKOKO, Hazbo, HORVAT, Tatjana. Business environment and foreign direct investments : the case of selected European emerging economies. *Ekonomika istraživanja*. 2020, vol. 33, no. 1, str. 243-266. ISSN 1331-677X. DOI: [/10.1080/1331677X.2019.1710228](https://doi.org/10.1080/1331677X.2019.1710228). [COBISS.SI-ID [13601308](#)]
- WANG, Lin, BOBEK, Vito, MAČEK, Anita, HORVAT, Tatjana. Potential impact of 'belt and road' initiative on trade of Euro-Mediterranean countries with China. *International journal of diplomacy and economy*. 2021, vol. 7, no. 1, str. 33-57. ISSN 2049-0887. DOI: [10.1504/IJDIPE.2021.114825](https://doi.org/10.1504/IJDIPE.2021.114825). [COBISS.SI-ID [73096451](#)]

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	EKONOMSKI, OKOLJSKI IN DRUŽBENI TRAJNOSTNI RAZVOJ IN GLOKALIZACIJA
Course title:	ECONOMIC, ENVIRONMENTAL AND SOCIAL ASPECTS OF SUSTAINABLE DEVELOPMENT AND GLOCALISATION

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

EODTRG

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
20	24	0	0	0	189	9

Nosilec predmeta / Lecturer:

prof. dr. Anita Maček

Jeziki /

Predavanja / Lectures:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Languages:

Vaje / Tutorial:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

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

Prerequisites:

Znanje predvideno v učnih načrtih na dodiplomskih študijskih programih z vidika interdisciplinarnega povezovanja ekonomskih, poslovnih, tehničnih in naravoslovnih ved.

Knowledge that is foreseen in course syllabi of undergraduate study programmes from the viewpoint of interdisciplinary connections between economic, business, technical and natural sciences.

Vsebina:

Kakšno vlogo imajo pametna mesta v kontekstu trajnostnega razvoja, krožnega gospodarstva in glocalizacije? Odgovore na to vprašanje boste odkrivali v enem od temeljnih predmetov prvega letnika. Ugotovili boste, da so lahko pametna mesta presečišče ekonomskega, okoljskega in družbenega trajnostnega razvoja. Kritično boste razmišljali, kako sploh opredeljujemo trajnostni razvoj ter kakšno vlogo imajo podjetja, nevladne organizacije in drugi deležniki pri trajnostnem razvoju. Spoznali boste tehnologije in primere matematičnih modelov, ki prispevajo k vzpostavitvi glocalnega ravnovesja.

- Okoljska ekonomika in politika
- Opredelitev trajnostnega razvoja
- Zelena ekonomija
- Ekonomski instrumenti za spodbujanje varovanja naravnega okolja
- Pomembnost fizike v luči merjenja in razumevanja okoljskih problemov ter razvoja trajnostnih tehnologij
- Evolucijska teorija iger kot orodje za preučevanje izzivov na področju podnebnih sprememb
- Vpliv opravljanja dejavnosti na zdravje ljudi in naravno okolje
- Družbena odgovornost in trajnostni razvoj
- Politični in gospodarski okviri trajnostnega razvoja danes in v prihodnosti
- Globalno in lokalno ravnovesje na mikro in makro nivoju (rast vs pravičnost, razpršenost vs koncentracija)
- Lokalni in globalni vidik urbanega razvoja
- Pametna mesta kot presečišče ekonomskega, okoljskega in družbenega trajnostnega razvoja
- Pojem glocalizacije (razvoj in prikaz na regularnih ter kompleksnih mrežah)
- Lokalizacija tehnologij in dobrih praks (trgovanje z emisijskimi kuponi)
- Vloga podjetij in drugih deležnikov pri trajnostnem razvoju (prenos znanja in najboljših razpoložljivih tehnik)
- Krožno gospodarstvo

Content (Syllabus outline):

What is the role of smart cities in the context of sustainable development, the circular economy, and glocalisation? The answers to this question will be revealed in one of the main courses of the first year. You will see that smart cities can be the intersection of economic, environmental, and social sustainable development. You will develop critical thinking on how sustainable development is even defined and on the role of companies, non-governmental organisations, and other stakeholders in sustainable development. You will learn about technologies and examples of mathematical models that contribute to finding the glocal balance.

- Environmental economics and policy
- The concept of sustainable development
- Green economy
- Economic instruments for facilitating environmental protection
- The importance of physics in light of measuring and understanding environmental problems and the development of sustainable technologies
- Evolutionary game theory as a tool for studying challenges in climate change
- The impacts of business activities on human health and the natural environment
- Social responsibility and sustainable development
- Political and economic frameworks of sustainable development today and in the future
- Global and local balance at micro and macro level (growth vs. fairness, dispersion vs. concentration)
- The local and global aspect of urban development
- Smart cities as the intersection of economic, environmental and social sustainable development
- The concept of glocalisation (development and demonstration in regular and complex networks)
- Localisation of technologies and best practices (emission allowance trading)
- The role of companies and other stakeholders in sustainable development (transfer of knowledge and best available techniques)
- Circular economy
- The role of non-governmental organisations

- Vloga nevladnih organizacij
- Strategije igralcev s primeri matematičnih modelov za vzpostavitev globalnega ravnovesja ter izzivi za prihodnost

- Strategies of players utilising mathematical models for establishing global balance and future challenges

Temeljni literatura in viri / Readings:

Kasinathan, P., Pugazhendhi, R., Elavarasan, R. M., Ramachandaramurthy, V. K., Ramanathan, V., Subramanian, S., Kumar, S., et al. (2022). Realization of Sustainable Development Goals with Disruptive Technologies by Integrating Industry 5.0, Society 5.0, Smart Cities and Villages. *Sustainability*, 14(22), 15258. MDPI AG .

Bibri, S.E. (2019). On the sustainability of smart and smarter cities in the era of big data: an interdisciplinary and transdisciplinary literature review. *J Big Data* 6, 25 (2019). <https://doi.org/10.1186/s40537-019-0182-7>

Building Blocks for the Future, (2022). <https://paginas.fe.up.pt/~businessinnovation/site/wp-content/uploads/2022/09/BIN@Porto-White-Paper.pdf>

Gates, B. (2021). How to avoid a climate disaster: The solutions we have and the breakthroughs we need. Knopf.

Sagan, C., Druyan, A., & Whittingham, J. (Writers). (2014). The World Set Free [Episode 12]. In *Cosmos: A Spacetime Odyssey* [TV series]. National Geographic Channel. <https://www.fox.com/watch/9d44adc374642b4559f8a50128d603f5/>

Mensah, J. (2019). Sustainable development: Meaning, history, principles, pillars, and implications for human action: Literature review. *Cogent social sciences*, 5(1). (<https://www.tandfonline.com/doi/full/10.1080/23311886.2019.1653531>)

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Cilji in kompetence:

Študenti bodo:

- razumeli osnove koncepta okoljske ekonomike in trajnostnega razvoja
- razumeli različne oblikovalce okoljske politike v sklopu uporabe ekonomskih instrumentov za spodbujanje trajnostnega razvoja
- razumeli pomembnosti procesa glocalizacije med različnimi deležniki
- sposobni vključevanja v lokalne, mednarodne in globalne okoljske in ekonomske raziskave
- sposobni odločanja z upoštevanjem poznavanja pomembnosti interdisciplinarnega pogleda na reševanje gospodarskih in okoljskih problemov
- pridobili osnovno znanje o podnebni dilemi in evolucijski teoriji iger
- pridobili sposobnost uporabe raziskovalnih metod in postopkov ter različnih analitičnih in prognostičnih orodij v funkciji oblikovanja strategije ekonomskega, družbenega in ekološkega trajnostnega razvoja mest
- razumeli globalna gibanja in upoštevali pomen glocalizacije pri razvoju in uvajanju pametnih tehnologij, produktov in rešitev
- pridobili znanje o pomenu in temeljnih elementih krožnega in zelenega gospodarstva
- razumeli pomen in aktivnosti nevladnih organizacij na področju trajnostnega razvoja
- pridobili sposobnost razumevanja in analize kazalnikov trajnostnega razvoja na mikro (lokalni) in makro (globalni) ravni
- spoznali osnove delovanja pametnih mest
- sposobni kritične refleksije
- sposobni sprejemanja odgovornosti za svoje delo in odločitve

Objectives and competences:

Students will:

- understand the basics of the concept of environmental economics and sustainable development;
- understand the various environmental policy makers in the context of the use of economic instruments to promote sustainable development;
- understand the importance of the glocalization process between different stakeholders;
- able to engage in local, international and global environmental and economic research;
- able to make decisions taking into account the knowledge of the importance of an interdisciplinary view on solving economic and environmental problems;
- acquire basic knowledge of climate dilemma and evolutionary game theory;
- acquire the ability to use research methods and procedures and various analytical and forecasting tools in the function of formulating a strategy for economic, social and ecological sustainable urban development;
- understand global trends and take into account the importance of glocalization in the development and deployment of smart technologies, products and solutions;
- acquire knowledge of the importance and basic elements of the circular and green economy;
- understand the importance and activities of non-governmental organizations in the field of sustainable development;
- acquire the ability to understand and analyze indicators of sustainable development at the micro (local) and macro (global) levels;
- learn the basics of smart cities;
- capable of critical reflection;
- able to take responsibility for their work and decisions.

Predvideni študijski rezultati:Študenti bodo:

- najti informacije o okoljskem stanju mest
- analizirati kakovost in usklajenost pametnih iniciativ s cilji in potrebami mest
- razumeti ključne faktorje uspeha pametnih iniciativ
- prepoznati specifičnosti lokalnega okolja v primerjavi z evropskimi mesti
- replicirati in prilagoditi uspešne pametne iniciative lokalnemu okolju

Intended learning outcomes:On completion of the course student will be able to:

- find information about the environmental condition of cities
- analyze the quality of smart initiatives and coherence with the goals and needs of cities
- understand the key factors of success of smart initiatives
- identify the specifics of the local environment compared to European cities
- replicate and adapt successful smart initiatives to the local environment

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)

Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

Sodelovanje gostujočega predavatelja

Drugo: Študij primerov. Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

Frontal instruction: lectures with active participation of students (explanations, discussions, case study)

Collaborative group work: tutorial work (project work, team work)

Individual work: individual activities (coursework, study of literature and resources, development and research work, reflections, self-evaluation, public speaking, written assignments)

Study in the virtual environment: collaborative and individual activities (tasks, forums, chat room, literature study);

Visiting lecturer

Other: The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.

Delež (v %) /

Načini ocenjevanja:**Weight (in %)****Assessment:**

<u>Sprotno preverjanje in ocenjevanje znanja:</u>		<u>Ongoing testing and assessment of knowledge:</u>
<ul style="list-style-type: none"> • Individualna pisna naloga • Skupinska pisna naloga v treh delih • Online test 	20 %	- Individual written assignment
	70 %	- Group written assignment in three parts
	10 %	- Online test
<u>Končno preverjanje in ocenjevanje znanja</u>		<u>Final knowledge assessment</u>
pisni izpit	70 %	• Written exam
daljši pisni izdelek	30 %	• Complex written assignment

Reference nosilca / Lecturer's references:**IZBRANA BIBILOGRAFIJA:**

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Upravljanje podjetij z informacijskimi tehnologijami
Course title:	Advanced Technology Supported Enterprise Management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type **Obvezni/Compulsory**

Univerzitetna koda predmeta / University course code: UPIT

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	24	0	0	0	189	9

Nosilec predmeta / Lecturer: **doc. dr. Darko Golec**

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

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

Poznavanje poslovne informatike in sistemov za podporo upravljanja, poznavanje osnov upravljanja podjetja

Prerequisites:

Information systems, IT management, general management.

Vsebina:

1. Managerski pogled na sodobne digitalne tehnologije in digitalno transformacijo podjetij
2. Informacijska, komunikacijska in internetna infrastruktura sodobne družbe
3. Zbliževanje informacijske, komunikacijske, internetne, mobilne, audio, video in podobnih tehnologij
4. Planiranje vpeljave digitalne transformacije v podjetje
5. Upravljanje zunanjega izvajanja IKT storitev in odločitveni modeli
6. Strategije in razvojni projekti digitalnih tehnologij v EU in Sloveniji
7. Specificiranje zahtev za IKT
8. Standardi s področja vodenja IKT

Content (Syllabus outline):

1. Managing organizations with ICT and digital transformation
2. Information and communication infrastructure
3. Convergence of IT, internet, mobile, audio, video and similar technologies
4. ICT projects planning and management
5. Managing ICT suppliers and outsourcing, decision support systems
6. Planning and managing ICT projects
7. Requirements specification and analysis
8. ICT management related standards
9. Management information systems (ERP, CRM, BI, BPM, HRM)

9. Poslovni informacijski sistemi (ERP, CRM, BI, BPM, HRM)

Temeljni literatura in viri / Readings:

Obvezna literatura (izbrana poglavja) / Basic readings (selected chapters)

- Golec, D. (2022). Prosojnice nosilca predmeta Upravljanje podjetij z informacijskimi tehnologijami
- QuinStreet Inc., Spletna baza pojmov s področja IT: Webopedia, spletni naslov: <http://www.webopedia.com>, dostop: 1.2.2023
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- IEEE Computer Society, ISO/IEC/IEEE 26512:2011 (2011), Systems and software engineering -- Requirements for acquirers and suppliers of user documentation
- J. Montoya, Software requirements specification template, <https://github.com/jam01/SRS-Template>
- J. P. Henderson, Functional specification template, https://github.com/joelparkerhenderson/functional_specifications_template
- Rogers, David L. The Digital Transformation Playbook: Rethink Your Business for the Digital Age. New York: Columbia University Press, 2016, spletni naslov: <https://www.slideshare.net/DarkoGolec/the-digital-transformation-playbook-rethink-your-business-for-the-digital-age-pdf-roompdf>, dostop: 24.02.2023.
- Perkin, Neil, and Peter Abraham. Building the Agile Business through Digital Transformation. London: Kogan Page Limited, 2017, spletni naslov: <https://www.slideshare.net/DarkoGolec/building-the-agile->

[business-through-digital-transformation-how-to-lead-digital-transformation-pdf-roompdf](#), dostop: 24.02.2023.

- Armbrust, M., več drugih avtorjev, Lakehouse: A New Generation of Open Platforms that Unify Data Warehousing and Advanced Analytics, spletni naslov: https://www.cidrdb.org/cidr2021/papers/cidr2021_paper17.pdf, dostop: [25.10.2022](#)

Cilji in kompetence:

Študentje bodo pridobili predmetno specifične kompetence:

- Uporaba kreativnega razmišljanja za analizo obstoječega stanja v organizaciji
- Sposobnost uporabe različnih IKT orodij za pomoč pri analizi procesov, projektov, odločitvenih modelov
- Sposobnost analize IKT infrastrukture v organizaciji in konceptualne-shematske predstavitve
- Sposobnost analiziranja in zasnove specifikacij zahtev za informacijsko rešitev
- Sposobnost zasnove ciljev in IKT strategije v podjetju
- Sposobnost izbire optimalnega dobavitelja informacijske rešitve
- Sposobnost analize tveganj za neprekinjeno delovanje

Splošne kompetence

Študentje bodo pridobili:

- Sposobnost kritične ocene učnih virov – strokovnih in raziskovalnih člankov
- Sposobnost sodelovanja v IKT projektih
- Sposobnost iskanja, izbire, citiranja virov s področja IKT
- Sposobnost sinteze delov projekta v koherentno projektno poročilo za vodstvo

Objectives and competences:

Students will acquire the following specific competencies:

- creative thinking and the usage of information and communication technologies
- using ICT for solving business related challenges
- critical evaluation of ICT, understanding of positive and negative influences of technology usage
- including ICT trends into company's strategy
- business analysis
- ICT infrastructure analysis
- Usage of ICT for knowledge and information management
- Cooperation in ICT projects
- Requirements specification
- ICT supplier evaluation
- ICT project planning
- ICT solutions verification and validation
- Business continuity plan preparation

General competencies:

- Critical evaluation of learning resources, professional and research articles
- Collaboration and teamwork
- Sources selection, management, citation
- Synthesis of partial assignments into coherent report for the management
-

Predvideni študijski rezultati:

Znanje in razumevanje:

Po zaključku tega predmeta bo študent sposoben:

- razumel-a pomen, vlogo in izzive informacijske, komunikacijske in internetne tehnologije iz managerskega vidika
- znal oblikovati poslovne cilje, IKT cilje in strategijo
- znal analizirati, konceptualno prenoviti, zasnovati proces(e) in planirati njihovo informacijsko podporo
- zasnovati specifikacijo zahtev za IKT rešitev

Intended learning outcomes:

Knowledge and understanding:

On completion of the course student will be able to:

- Understand and describe selected ICT terms
- Analyse of existing state of ICT in a company
- Analyse of company's needs for management information systems
- ICT solution and supplier evaluation – multi-criteria weighted decision model
- Company ICT strategy, Business strategy and ICT goals
- Mapping: Business challenge – ICT solution
- Software requirements specification

- zasnovati večkriterijski odločitveni model za izbiro najprimernejšega dobavitelja IKT rešitve
- zasnovati plan uvedbe IKT rešitve
- analizirati in planirati neprekinjeno delovanje IKT rešitve

- Prepare a plan of ICT solution implementation
- Prepare a business continuity plan

Metode poučevanja in učenja:

Frontalno delo: predavanja (webinarji) z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov). Aktivna podpora predavatelja in mentorjev (24/7).

Sodelovalno skupinsko delo: tedenske skupinske naloge (projektno delo, timsko delo)

Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva)

Sodelovanje gostujočega predavatelja

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

Frontal: lectures with active participation of students (explanations, discussions, case study);

Collaborative team work: tutorial work (project work, team work);

Individual: individual activities (coursework, study of literature and sources, development and research work, reflexions, self-evaluation, public performance, written assignments);

Study in the virtual environment: collaborative and individual activities (tasks, forums, chat-box, literature study);

Guest lecturer

All the enumerated teaching and learning methods used at online study are appropriately supported by modern information-communication tools and perfected with effective approaches to teaching and learning in the virtual environment.

Načini ocenjevanja:

Delež (v %) /

Weight (in %)

Assessment:

Načini ocenjevanja:	Delež (v %) / Weight (in %)	Assessment:
<u>Sprotno preverjanje in ocenjevanje znanja</u>		Assessments during the course (regular):
<ul style="list-style-type: none"> ▪ Krajši pisni izdelki, pripravljalne naloge, povzemanje strokovnih besedil ▪ Zaključno poročilo s posnetkom ▪ Skupinski pisni izdelki 	75 % 25 % 0 %	<ul style="list-style-type: none"> ▪ preparatory individual assignments ▪ individual complex assignments with video ▪ group assignments
<u>Končno preverjanje in ocenjevanje znanja</u> (v primeru, če študenti niso opravili s sprotnim preverjanjem)		Alternative:
<ul style="list-style-type: none"> ▪ Seminarska naloga (vsi pisni izdelki sprotnega preverjanja) ▪ Pisni izpit 	50 % 50 %	Seminar work (includes all assignments) Final exam

Reference nosilca / Lecturer's references:

GOLEC, Darko, MAHNIČ, Viljan, KOVAČ, Tatjana. Relational model of temporal data based on 6th normal form. Tehnički vjesnik : znanstveno-stručni časopis tehničkih fakulteta Sveučilišta u Osijeku. ruj.-lis. 2017, god. 24, br. 5, str. 1479-1489, ilustr. ISSN 1330-3651. [COBISS.SI-ID 513665340]

GOLEC, Darko. Reporting solution for order management. V: BAČOVIĆ, Maja (ur.). Proceedings of the ENTRENOVA - Enterprise Research Innovation Conference. 3rd ENTRENOVA - Enterprise Research Innovation conference, Dubrovnik, Croatia, [7-9] September 2017. Zagreb: Udruga za promicanje inovacija i istraživanja u ekonomiji "IRENET", 2017. Str. 319-323, ilustr. Proceedings of the ENTRENOVA ..., vol. 3, no. 1. ISSN 1849-7950. [COBISS.SI-ID 513674556]

GOLEC, Darko. Modern data architecture in a banking. V: KOVAČ, Tatjana (ur.), CINGULA, Marijan (ur.). Znanje in poslovni izzivi globalizacije v letu 2019 : 8. mednarodna znanstvena konferenca : zbornik referatov : Fakulteta za komercialne in poslovne vede, Celje, 15. november 2019 = Knowledge and Business Challenge of Globalisation in 2019 : international scientific conference : conference proceedings : Faculty of Commercial and Business Sciences, Celje, 15th November 2019. Celje: Fakulteta za komercialne in poslovne vede, 2019. Str. 24-28, ilustr. ISBN 978-961-6997-08-9. [COBISS.SI-ID 513759804]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 26.10.2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Inovativni poslovni procesi, odnosi in modeli
Course title:	Innovation Business Processes, Relations and Models

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type

Obvezni predmet/Compulsory

Univerzitetna koda predmeta / University course code:

IPPOM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	24	0	0	0	189	9

Nosilec predmeta / Lecturer:

izr. prof. dr. Peter Stanovnik

Jeziki /

Predavanja / Lectures:

Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

Languages:

Vaje / Tutorial:

Slovenski, hrvaški srbski, angleški /Slovenian, Croatian, Serbian, English

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

Znanje, predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih ved.

Prerequisites:

Knowledge foreseen in the course syllabi of first-cycle programmes in business sciences.

Vsebina:

1. Teoretične opredelitve inovacijskih procesov v družbi, ki temelji na znanju (opredelitve osnovnih pojmov, definicij, pristopov, produktne in procesne inovacije, RR, inovacije v predelovalnih in storitvenih dejavnostih, vzorci širjenja inovacij glede na različne poslovne modele, državne in podjetniške inovacijske politike, študije primerov na ravni sektorjev in podjetij).
2. Tehnike in metode inovacijskega managementa (tehnike managementa znanja, »intelligence« tržne tehnike, metode povezovanja in mreženja, management na področju človeških virov, tehnike za razvoj kreativnosti, tehnike za izboljšanje poslovnih procesov, inovacijski projektni management, tehnike na področju konstruiranja in oblikovanja novih proizvodov in storitev, metode za ustanavljanje novih podjetij in poslovnih modelov); študije primerov iz prakse.
3. Paradigme podjetniških inovacijskih sistemov (zaprti in odprti podjetniški inovacijski sistemi, snovanje inovacijskih podjetniških strategij; prehodi iz stare v novo razvojno paradigmo; svetovni inovacijski trendi).
4. Inovacijska strategija podjetja: pomen inovativnosti za poslovanje podjetja, analiziranje obstoječega globalnega tržnega in inovacijskega okolja (megatrendi, katera podjetja največ vlagajo v R&R, katera so najbolj inovativna svetovna podjetja), analiziranje (razumevanje) ključnih globalnih družbenih, ekonomskih, tehnoloških, okoljskih, demografskih in političnih izzivov ter njihov vpliv na prihodnost, povezava strateškega managementa in inovacijske strategije podjetja, opis inovacijske in R&R strategije podjetja, storitve in inovativnost, inovativnost srednjih in malih podjetij v primerjavi z velikimi podjetji, podjetja osnovana na novih tehnologijah (samorogi, fintech ...), pravice industrijske lastnine, SWOT analiza.
5. Razumevanje tržnega potenciala: vsebinska področja strategije trženja; pristopi k ocenjevanju tržnega potenciala za inovativne proizvode/storitve; uporaba orodja CANVAS.
6. Orodja za management znanja in inovativnosti.
7. Povezava novih poslovnih modelov s pravicami industrijske oziroma intelektualne lastnine.

Content (Syllabus outline):

1. Theoretical definitions of innovation processes in a knowledge-based society (definitions of basic terms, definitions, approaches, product and process innovations, R&D, innovations in manufacturing and service activities, innovation diffusion patterns with regard to different business models, national and entrepreneurial innovation policies, case studies at sector and corporate level)
2. Techniques and methods of innovation management (knowledge management techniques, market intelligence techniques, integration and networking techniques, human resource management, creativity development techniques, business process improvement techniques, innovation project management, techniques of constructing and designing new products and services, methods of setting up new companies and business models); practical case studies
3. Paradigms of entrepreneurial innovation systems (the paradigms of the closed and the open entrepreneurial innovation system, designing entrepreneurial innovation strategies, the transition from the old to the new development paradigm; global innovation trends)
4. Company's innovation strategy: importance of innovation for company operations, analysing the existing global market and innovative environment (megatrends, the greatest investors in R&D, the most innovative global companies), analysing (understanding) the main global social, economic, technological, environmental, demographic, and political challenges and their effects on the future, connecting strategic management and the company's innovation strategy, describing the company's innovation and R&D strategy, services and innovation, innovation in small and medium-sized enterprises compared to large enterprises, companies based on new technologies (unicorns, fintech, etc.), industrial property rights, SWOT analysis
5. Understanding the market potential: content areas of the marketing strategy; approaches to assessing market potential for innovative products/services; use of canvas tool
6. Knowledge and innovation management tools



7. Connecting new business models with industrial and intellectual property rights

Temeljni literatura in viri / Readings:

- Kotler, P. and Armstrong, G. (2018) Principles of Marketing, Pearson education, Harlow, poglavje 7. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers (str. 210 – 241).
- Stanovnik, P. in Kavaš, D. (2021) Inovacijski management, IER (1. del - izbrana poglavja 1, 2, 3.
- European Commission (2022) European Innovation Scoreboard 2022.
- Razvojna zgodba skupine Akrapovič, 2021.
- Poslovno poročilo skupine Akrapovič 2021.
- Kavaš, D. (2021) Navodilo za pripravo SWOT analize.
- Stanovnik P., Kavaš D. in Koren M. prosojnice webinarjev v decembru 2022.
- Koren M. (2022) Kupci in trg - Identifikacija tržnega potenciala.

Cilji in kompetence:

- Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:
- sposobnost razumevanja in analiziranja globalnega tržnega, inovacijskega in raziskovalno-razvojnega okolja
 - razumevanje pomena inovativnosti za razvoj podjetja, gospodarstva in celotne družbe
 - obvladovanje in uporaba metod in tehnik inovacijskega managementa
 - razumevanje inovacijskih procesov v različnih gospodarskih družbah, panogah in mrežnih povezavah (velika podjetja, mala in srednje velika podjetja)
 - sposobnost praktičnega reševanja razvojnih in trženjskih podjetniških problemov
 - sposobnost vrednotenja inovacij na področju znanosti, tehnologije in podjetniškega managementa
 - celovito generiranje in vrednotenje novih poslovnih modelov, inovacijskih in tržnih strategij

Objectives and competences:

- During the course, students develop the following general and subject-specific competencies:
- The ability to understand and analyse the global market, innovative, and R&D environment
 - Understanding the importance of innovation for the development of the company, the economy and the society as a whole
 - The mastery and use of innovation management methods and techniques
 - The ability to understand innovation processes in various enterprises, branches, and networks (large enterprises, small and medium-sized enterprises)
 - The ability to practically solve development and marketing entrepreneurial problems
 - The ability to assess innovations in the fields of science, technology, and entrepreneurial management
 - Comprehensive generation and assessment of new business models and innovation and marketing strategies

Predvideni študijski rezultati:

Znanje in razumevanje:
Študent/-ka bo:

Intended learning outcomes:

Knowledge and understanding:
The student will:

- Understand the basic terms from the fields of innovation, business models, research and

- razumel-a osnovne pojme na področju inovacij, poslovnih modelov, raziskovalno-razvojne dejavnosti in varstva intelektualne lastnine
- razumel-a pomen inovativnosti za razvoj podjetja, gospodarstva in celotne družbe
- poznal-a ključne globalne družbene, ekonomske, tehnološke, okoljske, demografske izzive in njihov vpliv na poslovanje podjetij
- spoznal-a slovensko/hrvaško/srbsko, in evropsko inovacijsko okolje
- znal-a uporabiti sodobne tehnike in metode s področja inovacijskega managementa
- sposoben-na samostojnega razvoja novih proizvodov/storitev in poslovnih modelov in njihove vpeljave na trg
- razumel-a ključne vzvode za uresničitev sodobnih tržnih strategij

- development, and protection of intellectual property
- Understand the importance of innovation for the development of the company, the economy, and the society as a whole
- Learn about the main global social, economic, technological, environmental, and demographic challenges and their effects on company operations
- Learn about the Slovenian/Croatian/Serbian and European innovation environment
- Be able to use modern innovation management techniques and methods
- Be able to independently develop new products and services and business models and launch them to the market
- Understand the key enablers of modern marketing strategies

Metode poučevanja in učenja:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)

Sodelovalno skupinsko delo: seminarske vaje (projektno delo, timsko delo)

Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop v obliki »elevator pitch«, pisni izdelki)

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva in video posnetkov)

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Learning and teaching methods:

Frontal instruction: lectures with active participation of students (explanations, discussions, case study);

Collaborative group work: tutorial work (project work, teamwork);

Individual work: individual activities (coursework, study of literature and resources, development and research work, reflection, self-evaluation, public speaking – elevator pitch, written assignments);

Study in the virtual environment: collaborative and individual activities (tasks, forums, chat room, study of literature and videos);

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.

Načini ocenjevanja:

Delež (v %) /

Assessment:

Weight (in %)

Sprotno preverjanje in ocenjevanje znanja:		Continuous knowledge assessment:
<ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki • Javni nastop s predstavitvijo rezultatov • Online test 	<p>10</p> <p>45</p> <p>5</p> <p>40</p>	<ul style="list-style-type: none"> • Shorter individual assignments • Complex written assignment • Pitching the project • Online test
Končno preverjanje in ocenjevanje znanja:		Final knowledge assessment
<ul style="list-style-type: none"> • Pisni izpit • Seminarska naloga 	<p>60</p> <p>40</p>	<ul style="list-style-type: none"> • Written exam • Seminar paper

Reference nosilca / Lecturer's references:

- STANOVNIK, Peter, URŠIČ, Sonja. Raziskovalno-razvojna vlaganja kot osnova za tehnološki razvoj v Sloveniji = Research and development as a basis for technological development in Slovenia. *Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja*. 2019, letn. 11, št. 1, str. 16-24. ISSN 1855-6175. <https://journal.doba.si/OJS/index.php/jimb/article/view/2019-11-1-3>, DOI: [10.32015/JIMB/2019-11-1-3](https://doi.org/10.32015/JIMB/2019-11-1-3). [COBISS.SI-ID [513082160](#)]
- ŠALAMUN, Andreja, RATAJ, Simona, STANOVNIK, Peter, BRADAČ HOJNIK, Barbara. Čas je za tehnološki in inovacijski preboj. *Glas gospodarstva*. [Tiskana izd.]. sep. 2016, str. 15-19. ISSN 1318-3672. [COBISS.SI-ID [12662556](#)]
- STANOVNIK, Peter, URŠIČ, Sonja. Konkurenčnost Slovenije - začetek poti navzgor? = Competitiveness of Slovenia - the beginning of an upward trend?. V: OVIN, Rasto (ur.). *Spoznjanja iz ekonomskih ter uporabnih poslovnih in družbenih študij : monografija DOBA Fakultete*. Maribor: Doba Fakulteta za uporabne poslovne in družbene študije, 2016. Str. 89-95, ilustr. ISBN 978-961-6818-53-7. [COBISS.SI-ID [512963120](#)]
- GRADIŠEK, Anton (sodelavec pri raziskavi), ARKO, Anže (sodelavec pri raziskavi), PRINČIČ, Blaž (sodelavec pri raziskavi), BERNIK BOGATAJ, Borut (sodelavec pri raziskavi), ILIČ, Branko (sodelavec pri raziskavi), MIKLAVČIČ, Darja (sodelavec pri raziskavi), BAGHRIZABEHI, Denis (sodelavec pri raziskavi), LUKIČ, Goran (sodelavec pri raziskavi), STRBAN, Grega (sodelavec pri raziskavi), KOVAČIČ, Gregor (sodelavec pri raziskavi), PENSA, Iris (sodelavec pri raziskavi), ŠALINOVIČ, Ivan (sodelavec pri raziskavi), SLADIČ, Jorg (sodelavec pri raziskavi), DRNOVŠEK, Klemen (sodelavec pri raziskavi), TIČAR, Luka (sodelavec pri raziskavi), ZORMAN, Marko (sodelavec pri raziskavi), AVBELJ, Matej (sodelavec pri raziskavi), REPOLUSK, Matija (sodelavec pri raziskavi), WEBER, Nana (sodelavec pri raziskavi), PERŠAK, Nina (sodelavec pri raziskavi), STANOVNIK, Peter (sodelavec pri raziskavi), ROŽMAN, Primož (sodelavec pri raziskavi), AHLIN DOLJAK, Sara (sodelavec pri raziskavi), GRČAR, Špela (sodelavec pri raziskavi), GOLOB, Tajka (sodelavec pri raziskavi), MIŠIČ, Tine (sodelavec pri raziskavi), ČOP, Uroš (sodelavec pri raziskavi), RIJAVEC, Vesna (sodelavec pri raziskavi), STERNAD, Žiga (sodelavec pri raziskavi), et al. *The World justice project : rule of law index 2021*. Washington, D.C.: The World Justice Project, cop. 2021. [228] str., barv. ilustr. ISBN 978-0-9964094-7-6, ISBN 978-0-9964094-6-9. <https://worldjusticeproject.org/sites/default/files/documents/WJP-INDEX-21.pdf>. [COBISS.SI-ID [87802371](#)]
- DRNOVŠEK, Mateja, URŠIČ, Sonja, STANOVNIK, Peter. *Spremljanje nacionalne konkurenčnosti Slovenije po metodologiji IMD : poročilo 2021 : končno poročilo*. Ljubljana: Inštitut za ekonomska raziskovanja: Univerza v Ljubljani, Ekonomska fakulteta, 2021. I, 42 str., tabele, graf. prikazi. [COBISS.SI-ID [91156227](#)]
- URŠIČ, Sonja, DRNOVŠEK, Mateja, STANOVNIK, Peter. *Spremljanje nacionalne konkurenčnosti po metodologiji WEF za leto 2020 : zaključno poročilo*. Ljubljana: Inštitut za ekonomska raziskovanja: Univerza v Ljubljani, Ekonomska fakulteta, 2020. 46 str., tabele, graf. prikazi. [COBISS.SI-ID [66121219](#)]

- BUČAR, Maja, ČRNIGOJ, Matjaž, JAKLIČ, Andreja, LIKAR, Borut, LIPNIK, Aleš, LOVEC, Marko, MIHELIC, Aleš, STANOVNIK, Peter, STARE, Metka, ŠTRUKELJ, Peter, UDOVIČ, Boštjan. *Oblikovanje metodologije za vrednotenje poslovnih modelov SRIP-ov : vmesno poročilo, pripravljeno za ciljni raziskovalni projekt "Strateška razvojno inovacijska partnerstva kot orodje krepitev inovacijske sposobnosti slovenskega gospodarstva"*. [Ljubljana: Fakulteta za družbene vede], 2018. 86 str. [COBISS.SI-ID [36191581](#)]
- BUČAR, Maja, ČRNIGOJ, Matjaž, JAKLIČ, Andreja, LIKAR, Borut, LIPNIK, Aleš, LOVEC, Marko, MIHELIC, Aleš, STANOVNIK, Peter, STARE, Metka, ŠTRUKELJ, Peter, UDOVIČ, Boštjan. *Pilotno testiranje metodologije za vrednotenje poslovnih modelov SRIP-ov : vmesno poročilo, pripravljeno za ciljni raziskovalni projekt "Strateška razvojno inovacijska partnerstva kot orodje krepitev inovacijske sposobnosti slovenskega gospodarstva"*. [Ljubljana: Fakulteta za družbene vede], 2018. 21 str. [COBISS.SI-ID [36192349](#)]
- ČRNIGOJ, Matjaž, KOREN, Matej, STANOVNIK, Peter. *Analiza ukrepov spodbujanja sodelovanja med podjetji in institucijami znanja v Avstriji : vmesno poročilo pripravljeno za projekt "Strateška razvojno inovacijska partnerstva kot orodje krepitev inovacijske sposobnosti slovenskega gospodarstva"*. [Ljubljana]: Inštitut za ekonomska raziskovanja, 2017. [41] str., tabele, graf. prikazi. [COBISS.SI-ID [1882254](#)]
- ČRNIGOJ, Matjaž, KOREN, Matej, STANOVNIK, Peter. *Pregled evalvacij SRIP-om podobnih ukrepov v preteklosti v Sloveniji : vmesno poročilo pripravljeno za projekt "Strateška razvojno inovacijska partnerstva kot orodje krepitev inovacijske sposobnosti slovenskega gospodarstva"*. [Ljubljana]: Inštitut za ekonomska raziskovanja, 2017. [41] str., tabele, graf. prikazi. [COBISS.SI-ID [1881998](#)]
- BONIN, Tatjana. *Oblikovanje inovativne "pametne" rešitve za zmanjšanje pomanjkanja prostora za mirujoči promet : magistrsko delo*. Maribor: [T. Bonin], 2020. 1 spletni vir (1 datoteka PDF (57 str.)), ilustr. <http://www.doba.si/diplome/>. [COBISS.SI-ID [43901699](#)]
- MAJDIČ, Miha. *Prenova procesa projektnega vodenja v podjetju KOPUR d.o.o. : magistrsko delo*. Maribor: [M. Majdič], 2020. 75 str., ilustr. <http://www.doba.si/diplome/>. [COBISS.SI-ID [18420739](#)]
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- PRIMC, Kaja, SLABE ERKER, Renata, KALAR, Barbara, DOMINKO, Miha, OGOREVC, Marko, MAJČEN, Boris (urednik). *Podjetniške prakse in potrošniške navade pri prehodu v krožno gospodarstvo*. Ljubljana: Inštitut za ekonomska raziskovanja, 2020. VIII, 130 str., tabele, graf. prikazi. Knjižna zbirka EkonomIERa, Okolje in trajnostni razvoj. ISBN 978-961-6906-57-9. ISSN 2630-2896. [COBISS.SI-ID [26122755](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 11. 1. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Menedžment v prodaji in marketingu
Course title:	Sales and Marketing Management

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code: MPM

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
20	24	/	/	/	189	9

Nosilec predmeta / Lecturer: prof. dr. Tina Vukasović

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English
	Vaje / Tutorial:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

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

Prerequisites:

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

<ol style="list-style-type: none">1. UVOD V PRODAJO IN V MENEDŽMENT PRODAJE: trendi v razvoju prodaje in v menedžmentu prodaje, kompetence menedžmenta prodaje, proces menedžmenta prodaje UVOD V MARKETING IN V MENEDŽMENT MARKETINGA: razvoj in opredelitev marketinga in menedžmenta marketinga, trendi v razvoju marketinga in menedžmenta marketinga, temeljni tržni koncepti, tržno okolje, povezanost menedžmenta prodaje in menedžmenta marketinga2. NAČRTOVANJE PRODAJE: opredelitev, cilji in pomen načrtovanja prodaje, proces načrtovanja prodaje, strategije in oblikovanje strategij prodaje NAČRTOVANJE MARKETINGA: opredelitev, cilji in pomen načrtovanja marketinga, načrtovanje dolgoročnih odnosov s potrošniki, segmentiranje, izbor ciljnih trgov in pozicioniranje na trgu potrošnikov, trženjski splet, blagovna znamka, proces načrtovanja marketinga, strategije in oblikovanje strategij marketinga3. MERJENJE TRGOV IN NAPOVEDOVANJE PRODAJE: merjenje možnega trga in možne prodaje ter merila za merjenje, proces napovedovanja prodaje4. ZAPOSLOVANJE OSEBJA V PRODAJI: načela in oblike organiziranosti prodaje, zaposlovanje osebja v prodaji, cilji, opis dela, profil zaposlenega, usposabljanje osebja v prodaji, motiviranje in nagrajevanje prodajalcev5. ZAPOSLOVANJE OSEBJA V MARKETINGU: načela in oblike organiziranosti marketinga, zaposlovanje osebja v marketingu, cilji, opis dela, profil zaposlenega, usposabljanje osebja v marketingu, motiviranje in nagrajevanje osebja v marketingu6. ANALIZA USPEŠNOSTI PRODAJE IN MARKETINGA: opredelitev analize uspešnosti prodaje in marketinga, vrste analiz uspešnosti prodaje in marketinga in njihov pomen za poslovanje podjetja

Content (Syllabus outline):

<ol style="list-style-type: none">1. INTRODUCTION TO SALES AND SALES MANAGEMENT: trends and sales development and sales management, competences of sales management, a process of sales management INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT: development and marketing definition and marketing management, trends and marketing development and marketing management, basic market concepts, market environment, a connection between sales management and marketing management2. SALES PLANNING: definition, goals and importance of sales planning, a process of sales planning, strategies and sales strategies forming MARKETING PLANNING: definition, goals and importance of marketing planning, planning of long-term relations with consumers, segmenting, choosing the target markets and positioning on the consumers market, marketing mix, brand, a process of marketing planning, strategies and marketing strategies forming3. MEASURING MARKETS AND SALES FORECASTS: measuring a possible market and possible sales and criteria for measuring, a process of sales forecast4. STAFF EMPLOYING IN THE SALES DEPARTMENT: principles of and forms of sales organization, staff employing in the sales department, targets, work description, a profile of an employee, staff training in the sales department, motivation and rewarding the sales staff5. STAFF EMPLOYING IN MARKETING DEPARTMENT: principles of and forms of marketing organization, staff employing in marketing, targets, work description, a profile of an employee, staff training in marketing, motivation and rewarding the staff working in the marketing department6. ANALYSIS OF SALES AND MARKETING EFFECTIVENESS: definition of analysing sales and marketing effectiveness, types of analyses used to assess sales and marketing

<p>7. TRENDI KOMUNICIRANJA S POTROŠNIKI V SODOBNEM TRŽENJSKEM OKOLJU</p>	<p>effectiveness and their importance for company's business</p> <p>7. TRENDS OF COMMUNICATION WITH CONSUMERS IN THE MODERN MARKETING ENVIRONMENT</p>
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Temeljni literatura in viri / Readings:

OBVEZNA/COMPULSORY:

- Gomez Albrecht, M., Green, M. in Hoffman, L. (2022). Principles of Marketing. Open Stax Rice University. (CC BY 4.0) https://assets.openstax.org/oscms-prodcms/media/documents/Principles_Marketing-WEBSITE.pdf?_gl=1*1mu8rf3*_ga*MzY3NTYwMzM4LjE2NzUwODkwODA.*_ga_T746F8B0QC*MTY3NjMwNDE3NC40LjEuMTY3NjMwNDE4NC41MC4wLjA Poglavja: 1., 3., 5., 9., 12, 14., 15., 16., 17.
- Wright, A. (2020). 42 Buyer Persona Questions to Inspire Your Research. Dostopno na: <https://amywright.me/buyer-persona-questions/>
- Oseli, P. (2018). User persona: vživite se v svojega kupca. Dostopno na: <https://mladipodjetnik.si/podjetniski-koticek/ustanovitev-podjetja/user-persona-vzivite-se-v-svojega-kupca>
- Vukasović T. (2023). Temeljni tržni koncepti, Blagovna znamka, Segmentiranje in pozicioniranje na trgu, Trženjski splet; prosojnice dostopne v učnem okolju BB.
- Vukasović T. (2023). Temelji sodobne prodaje, Organiziranost prodaje, Načrtovanje prodaje, Prodajni postopek, Zaposlovanje prodajnega osebja; prosojnice dostopne v učnem okolju BB.
- Vukasović, T. (2023). Značilnosti generacij potrošnikov; prosojnice dostopne v v učnem okolju BB
- Vukasović, T (2023). Vživite se v svojega kupca; prosojnice dostopne v v učnem okolju BB
- Vukasović, T. (2023). Digitalni trendi v komuniciranju s potrošniki; prosojnice dostopne v učnem okolju BB.
- Vukasović, T. (2023). Značilnosti generacij potrošnikov; prosojnice dostopne v v učnem okolju BB
- Vukasović, T (2023). Vživite se v svojega kupca; prosojnice dostopne v v učnem okolju BB
- Vukasović, T. (2023). Digitalni trendi v komuniciranju s potrošniki; prosojnice dostopne v učnem okolju BB.
- Video gradivo: Marketing: The Product Life Cycle Explained: https://www.youtube.com/watch?v=26E6QR_hmU
- Video gradivo: Segmentiranje in pozicioniranje: https://www.youtube.com/watch?v=llq_8MUPz5w&feature=related
- Video gradivo: Blagovna znamka: <http://www.youtube.com/watch?v=k5016fh7TgQ>
- Video gradivo: Upravljanje z blagovno znamko: <http://www.youtube.com/watch?v=JKIAOZZritk&feature=related>

PRIPOROČENA/RECOMMENDED:

- Ivanka Šenk – Ileršič. (2010). Prodaja. Zavod IRC, Ljubljana.
- Vukasović T. (2023). Trženje – za teorijo in prakso. Pearson.

Cilji in kompetence:

Cilji predmeta:

- sistematično nadgraditi trženjsko znanje na področju menedžmenta prodaje in marketinga
- usposobiti študenta za uporabo pridobljenega znanja v konkretnih kompleksnih situacijah na področju menedžmenta prodaje in marketinga
- usposobiti študenta za samostojno uporabo pridobljenega znanja v procesih sprejemanja poslovnih odločitev podjetja/organizacije

Kompetence:

- sposobnost kreativnega spopadanja z izzivi globalnega marketinga in prodaje ter kreativnega razmišljanja za učinkovito reševanje poslovnih problemov
- sposobnost razumevanja pomembnosti procesa menedžmenta prodaje in marketinga za sprejemanje trženjskih odločitev v praksi
- usposobljenost za analizo, sintezo in samostojno oblikovanje rešitev trženjskih problemov podjetja/organizacije
- razvoj veščin za uporabo znanja s področja menedžmenta prodaje in marketinga
- poznavanje procesa menedžmenta prodaje in marketinga
- poznavanje vloge prodaje in marketinga v okviru mikro in makro okolja podjetja
- sposobnost uporabe metod in tehnik, ki omogočajo učinkovito načrtovanje in upravljanje na področju prodaje in marketinga
- sposobnost za razumevanje in kritično analizo pri reševanju konkretnih poslovnih problemov na področju vodenja procesov prodaje in marketinga
- sposobnost samostojnega načrtovanja, vodenja in evalviranja procesov ter uporabo uspešnih orodij na področju menedžmenta prodaje in marketinga glede

Objectives and competences:

Objectives:

- to systematically upgrade marketing knowledge and the field of sales management and marketing
- to teach a student to use the gain knowledge in the actual, complex situations and in the field of sales management and marketing
- to enable students to independently use the knowledge acquired and the business decision making process

Competences:

- ability to creatively facing problems in the global marketing and sales as well as creative thinking in order to effectively solve business problems
- ability to understand an importance of the sales and marketing management process and to make decisions in practical situations
- capacity for analysis, synthesis and independent design solutions marketing problems and the company/organization.
- to develop skills and use the gained knowledge in the field of sales and marketing management
- knowledge of the sales and marketing management process
- to be familiar with the role of sales and marketing in the micro and macro business environment
- ability to use methods and techniques that enable effective planning and management in the field of sales and marketing
- ability to understand, critically analyse and solve the actual business problems in the field of management of sales and marketing processes
- ability to independently plan, manage and evaluation of processes and use the effective tools in the field of sales and marketing management regarding the

<p>na potrebe trga in konkurenčnih prednosti izdelkov/storitev</p> <ul style="list-style-type: none"> • sposobnost uporabe pridobljenih znanj in veščin pri analizi, načrtovanju, udejanjanju in nadzoru odločitev na področju menedžmenta prodaje in marketinga • usposobljenost analize, sinteze, predvidevanja in načrtovanja strateških odločitev podjetja na področju menedžmenta prodaje in marketinga • razvoj komunikacijskih in pogajalskih sposobnosti, timsko delo in sposobnost kritične /samo/refleksije
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<p>market needs and competitive advantages of products/services</p> <ul style="list-style-type: none"> • ability to use the gained knowledge and skills for analysing, planning, implementation and control of decisions in field of sales and marketing management • capacity for analysing, synthesis, forecasting and planning the strategic decisions of a company in the field of sales and marketing management • development of communication and negotiation skills, teamwork and ability of critical /self/reflection

Predvideni študijski rezultati:

<ul style="list-style-type: none"> • diplomant bo ob razumevanju sodobnih procesov menedžmenta prodaje in marketinga sposoben oblikovati strategijo prodaje in marketinga v podjetju • diplomant bo znal narediti načrt prodaje in uspešno komunicirati s strankami in drugimi deležniki • diplomant bo znal uporabljati pridobljena znanja in veščine pri razlagi teorij, konceptov in vprašanj s področja menedžmenta prodaje in marketinga • diplomant bo znal analizirati, načrtovati, udejanjati in nadzirati odločitve podjetja na področju menedžmenta prodaje in marketinga

Intended learning outcomes:

<ul style="list-style-type: none"> • a graduate will be based on understanding of the contemporary processes of sales and marketing management able to formulate sales and marketing strategy in the company • a graduate will be able to make a sales plan and successfully communicate with customers and other stakeholders • a graduate will be able to use the obtained knowledge and skills in the interpretation of theories, concepts and questions in the field of sales and marketing management • graduate will be able to analyse, plan, implement and monitor company decisions in the field of sales and marketing management

Metode poučevanja in učenja:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno delo: timsko delo, pisni izdelki, delo v virtualnem učnem okolju</p> <p>Individualno delo: študij literature in virov, raziskovalno delo, refleksija, pisni izdelki, delo v virtualnem učnem okolju</p> <p>Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi</p>

Learning and teaching methods:

<p>Frontal teaching: lectures with active students' participation (webinar, explanation, discussion, case studies)</p> <p>Team work: work in smaller groups or the pair work (a written casework in the virtual learning environment)</p>

- VUKASOVIČ, Tina. Managing consumer-based brand equity in higher education. *Managing global transitions : international research journal*. [Spletna izd.]. spring 2015, vol. 13, no. 1, str. 75-90, ilustr., tabele. ISSN 1854-6935. http://www.fm-kp.si/zalozba/ISSN/1581-6311/13_075-090.pdf. [COBISS.SI-ID 512730416]
- JAGODIČ, Gregor, VUKASOVIČ, Tina. Media and the buying process. V: DERMOL, Valerij (ur.), SMRKOLJ, Marko (ur.). *Management challenges in a network economy : proceedings of the MakeLearn and TIIM International Conference, 17-19 May 2017, Lublin, Poland*. Bangkok; Celje; Lublin: ToKnowPress, 2017. Str. 525-529, ilustr. MakeLearn. ISBN 978-961-6914-21-5. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-21-5/papers/ML17-123.pdf>. [COBISS.SI-ID 39060997]
- RITONIJA, Nataša, LAZAR, Nuša, AŠANIN GOLE, Pedja, MAČEK, Anita, VUKASOVIČ, Tina. Professional skills in management and leadership, entrepreneurship and communication - The e-PROFMAN project. V: MOREIRA, António (ur.), SZUCS, András (ur.), MÁZÁR, Ildikó (ur.). *Re-Imagining Learning Scenarios : conference proceedings*. EDEN 2016 Annual Conference Budapest, Hungary 14-17 June 2016. Budapest: European Distance and E-Learning Network, 2016. Str. 796-802. ISBN 978-615-5511-10-3. [COBISS.SI-ID 512875568]
- VUKASOVIČ, Tina. The effects of changes in leadership on organisational climate. V: DERMOL, Valerij (ur.). *Thriving on future education, industry, business and society : proceedings of the MakeLearn and TIIM International Conference, 15-17 May 2019, Piran, Slovenia*. Bangkok; Celje; Lublin: ToKnowPress, 2019. Str. [1-8], tabela. MakeLearn. ISBN 978-961-6914-25-3. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-25-3/papers/ML19-003.pdf>. [COBISS.SI-ID 40034565]
- VUKASOVIČ, Tina. The importance of knowledge management in the process of brand equity. V: BEVANDA, Vuk (ur.). *Selected papers*. Belgrade: Association of economists and managers of the Balkans, 2020. Str. 1-8, tabela. Selected papers. ISBN 978-86-80194-27-1. ISSN 2683-6149. https://mediacontent.limen-conference.com/2020/06/LIMEN_2019_DRAFT-Selected-Papers.pdf. [COBISS.SI-ID 28337155]
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- VUKASOVIČ, Tina. A conceptual framework for understanding consumer : based brand equity. V: DERMOL, Valerij (ur.), TRUNK, Aleš (ur.), SMRKOLJ, Marko (ur.). *Managing innovation and diversity in knowledge society through turbulent time : proceedings of the MakeLearn and TIIM Joint International Conference, 25-27 May 2016, Timisoara, Romania*. Bangkok; Celje; Lublin: ToKnowPress, 2016. [7] str., ilustr. MakeLearn. ISBN 978-961-6914-16-1. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-16-1/papers/ML16-216.pdf>, <http://www.toknowpress.net/ISBN/978-961-6914-16-1/MakeLearn2016.pdf>. [COBISS.SI-ID 38472965]
- VUKASOVIČ, Tina, FILIPAN, Mario. Marketing strategy on the entry of selected enterprise on international market. V: BEVANDA, Vuk (ur.). *Leadership & management : Integrated politics of research and innovations : conference proceedings*. Belgrade: Association of Economists and Managers of the Balkans [etc.], 2018. Str. 466-470. ISBN 978-86-80194-15-8. DOI: [10.31410/limen.2018.466](https://doi.org/10.31410/limen.2018.466). [COBISS.SI-ID 39924997]
- VUKASOVIČ, Tina, JALEN, Nataša. Swot analysis for food supplement brand in the consumer market. V: PAŽUN, Brankica (ur.). *Proceedings of the 1st International Scientific Conference Circular and Bioeconomy "CIBEK 2018"*. Belgrade: School of Engineering Management, 2018. Str. 219-228, preglednici. ISBN 978-86-89691-14-6. [COBISS.SI-ID 39895557]
- VUKASOVIČ, Tina, SLUGA, Anita. New marketing mix element for marketing of medical devices. V: DERMOL, Valerij (ur.). *Expanding horizons: business, management and technology for better society :*

proceedings of the MakeLearn and TIIM International Conference : 20-22 May 2020, online conference. Bangkok; Celje; Lublin: ToKnowPress, 2020. Str. 193-199, ilustr. MakeLearn. ISBN 978-961-6914-26-0. ISSN 2232-3309. <http://www.toknowpress.net/ISBN/978-961-6914-26-0/42.pdf>, <http://www.toknowpress.net/ISBN/978-961-6914-26-0.pdf>. [COBISS.SI-ID [21257475](#)]

- SLUGA, Anita, VUKASOVIČ, Tina. *Poprodajne aktivnosti kot konkurenčna prednost pri trženju izdelkov preko javnih naročil*. 1. izd. Dolga Poljana: Perfectus, svetovanje in izobraževanje, 2019. Zbirka Znanstvene monografije, Podzbirka Marketing in prodaja. ISBN 978-961-94549-7-8. http://www.andrejaspor.com/perfectus_zalozba. [COBISS.SI-ID [300701440](#)]
- VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Harlow: Pearson, cop. 2020. VIII, 202 str., ilustr. ISBN 978-1-839-61084-4. [COBISS.SI-ID [40330501](#)]
- VUKASOVIČ, Tina. *Ponašanje potrošača : celovit pristup istraživanju ponašanja potrošača*. Beograd: Društvo za unapređenje marketinga, 2016. 145 str., ilustr. ISBN 978-86-914881-9-2. [COBISS.SI-ID [223547404](#)]
- VUKASOVIČ, Tina. *Osnove trženja za 21. stoletje*. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2015. 152 str., ilustr. Znanstvene monografije MFDPŠ. ISBN 978-961-6813-37-2. ISSN 2232-2116. [COBISS.SI-ID [281420800](#)]
- VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow [etc.]: Pearson, cop. 2017. 218 str., ilustr. ISBN 978-1-78726-026-9. [COBISS.SI-ID [39044101](#)]
- VUKASOVIČ, Tina. *Management blagovnih znamk in globalni trgi : učno gradivo - predavanja in vaje : podiplomski študijski program Management znanja : 2021/2022*. Celje: [Mednarodna fakulteta za družbene in poslovne študije, 2021]. 1 USB ključ (1 PDF datoteka ([372] str.)), ilustr. [COBISS.SI-ID [81517827](#)]
- VUKASOVIČ, Tina. *Marketing : učno gradivo - predavanja in vaje : 2021-2022*. Celje: Mednarodna fakulteta za družbene in poslovne študije, [2021]. 1 USB ključ (1 PDF datoteka ([391] str.)), ilustr. [COBISS.SI-ID [81513731](#)]
- VUKASOVIČ, Tina. *Statistika z raziskovanjem za potrebe marketinga : e-učno gradivo : predavanja in vaje*. Maribor: DOBA Fakulteta, 2021/2022. <https://blackboard.doba.si/>. [COBISS.SI-ID [78945027](#)]
- VUKASOVIČ, Tina. *Menadžment proizvoda, usluga i robnih marki : e-učno gradivo : predavanja i vježbe*. Maribor: DOBA Fakulteta, 2019/2020. <https://blackboard.doba.si/>. [COBISS.SI-ID [513090096](#)]
- VUKASOVIČ, Tina. *Menadžment u prodaji i marketingu : učno gradivo : predavanja i vježbe*. Maribor: DOBA Fakulteta, 2019/20. <https://blackboard.doba.si/>. [COBISS.SI-ID [513105712](#)]
- VUKASOVIČ, Tina. *Menedžment izdelkov, storitev in blagovnih znamk : učno gradivo : predavanja in vaje*. Maribor: DOBA Fakulteta, 2019/20. <https://blackboard.doba.si/>. [COBISS.SI-ID [513106224](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 11. 1. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Raziskave trga
Course title:	Market Research

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

RT

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
20	24	/	/	/	189	9

Nosilec predmeta / Lecturer:

prof. dr. Tina Vukasović

Jeziki /

Predavanja / Lectures:

Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

Languages:

Vaje / Tutorial:

Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

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

Prerequisites:

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

<ol style="list-style-type: none"> 1. Uvod v raziskave trga: vloga in pomen raziskave trga, predpogoji za uspešno raziskovalno delo, etični vidiki raziskovalnega dela 2. Metode raziskave trga: kvantitativni in kvalitativni pristop 3. Teorija in praksa merjenja: kakovost, zanesljivost, veljavnost merjenja 4. Faze raziskovalnega procesa 5. Zbiranje podatkov: izbira in priprava raziskovalnega pristopa: <ul style="list-style-type: none"> - opazovanje, - spraševanje: intervju, fokusna skupina, projekcijske tehnike - eksperiment 6. Metode obdelave in analize podatkov: deskriptivna, univariatna in bivariatna statistična analiza 7. Sodobni vidiki proučevanja raziskovanja in uporaba rezultatov raziskovanja za potrebe marketinga in prodaje
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Content (Syllabus outline):

<ol style="list-style-type: none"> 1. Introduction to market researching: the role and importance of market researching, prerequisites for a successful research, ethical aspects of research work 2. Market research methods: a quantitative and qualitative approach 3. Theory and practice of measuring: quality, reliability, validity of measurement 4. Steps of the market - the research process 5. Data collection: selection and preparation of a research approach: <ul style="list-style-type: none"> - Observing, - Questioning: interview, focus group, projective techniques, experiment 6. Methods of processing and data analysis: descriptive, univariate and bivariate statistical analysis 7. Modern trends in research and application of the results in the company's marketing and sales department.
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Temeljni literatura in viri / Readings:

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Video gradivo:

Posnetki predavanj doc. dr. Divjak, M. (2020):

- Posnetek predavanja doc. dr. Divjak, M. (2020) z naslovom: "Raziskovalni proces in dispozicija raziskave": <https://youtu.be/laqZNZM3dGM>
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- Quantitative and Qualitative Marketing Research <https://www.youtube.com/watch?v=nY5vtYCYUfo>
- Sampling: Sampling & its Types | Simple Random, Convenience, Systematic, Cluster, Stratified <https://www.youtube.com/watch?v=KLAewukvuZs>
- Univariate, bivariate, & multivariate stats <https://www.youtube.com/watch?v=cW52JXsSp8g>
- What is Univariate, Bivariate and Multivariate analysis? <https://www.youtube.com/watch?v=gN0OQ6r78f4>
- Statistical Tests: Choosing which statistical test to use <https://www.youtube.com/watch?v=rullUAN0U3w>

Posnetki predavanj prof. dr. Graham R. Gibbisa

- Predavanje prof. dr. Graham R. Gibbisa z naslovom "Surveys and sampling". Dostop: <https://www.youtube.com/watch?v=owN9hLq-Eac&index=6&list=PLirEzjoHKvxaX8zZuFUSAi4jdukeexwx>
- Predavanje prof. dr. Graham R. Gibbisa z naslovom "Question types and piloting". Dostop: <https://www.youtube.com/watch?v=vjailyWAcJQ&index=12&list=PLirEzjoHKvxaX8zZuFUSAi4jdukeexwx>
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Cilji in kompetence:

Objectives and competences:

Cilji predmeta:

- usposobiti študenta za načrtovanje in izvedbo zahtevnejših raziskav trga s področja poslovnih ved
- usposobiti študenta za samostojno uporabo pridobljenega znanja v procesih sprejemanja poslovnih odločitev podjetja/organizacije

Kompetence:

- obvladovanje raziskovalnih metod in postopkov z uporabo analitičnih in programskih orodij v funkciji odkrivanja novih poslovnih priložnosti in oblikovanja ustreznih marketinških in prodajnih strategij
- sposobnost načrtovanja, izvedbe in analize zahtevnejših raziskav trga s področja poslovnih ved
- sposobnost uporabe kvalitativnih in kvantitativnih metod raziskovanja s področja poslovnih ved
- sposobnost zbiranja in analize različnih virov podatkov
- usposobljenost za analizo, sintezo in samostojno oblikovanje rešitev trženjskih problemov podjetja/organizacije
- razvoj veščin za uporabo znanja s področja zahtevnejših raziskav trga s področja marketinga in prodaje.
- sposobnost uporabe ustreznih metod raziskave trga glede na namen raziskovanja
- sposobnost uporabe metod univariatne, bivariatne in multivariatne analize v poslovnih aplikacijah na področju marketinga in prodaje
- sposobnost interpretacije rezultatov raziskave trga s področja marketinga in prodaje.
- sposobnost za spremljanje in vrednotenje doseganja ciljev marketinga in prodaje
- razvoj komunikacijskih in pogajalskih sposobnosti, timsko delo in sposobnost kritične /samo/refleksije

Objectives:

- to enable students demanding market researching in the field of business studies
- enable students to independently use the knowledge acquired in the business decision making process

Competences:

- management of the research methods and procedures by using the analytical and programming tools as tools of discovering new business opportunities and creating adequate marketing and sales strategies
- the ability to plan, to carry out and to analyze demanding market researching in the field of business studies
- the ability to use qualitative and quantitative research methods in the field of business studies
- the ability to collect and analyze various sources
- capacity for analysis, synthesis and independent design solutions marketing problems in the company/organization.
- develop skills to use the knowledge in the field of the demanding market research in the field of Marketing and Sales
- the ability to use appropriate research methods depending on the purpose of research,
- ability to use methods of univariate, bivariate and multivariate analysis in business applications in the field of Marketing and Sales
- the ability to interpret research results in the field of Marketing and Sales
- the ability to monitor and evaluate the achievement of Marketing and Sales objectives
- development of communication and negotiation skills, teamwork and ability of critical /self/reflection

Predvideni študijski rezultati:

Intended learning outcomes:

Po opravljenih obveznostih bo diplomant sposoben:

- razumeti, načrtovati in izvesti raziskavo trga
- in na podlagi rezultatov raziskave oblikovati strateške usmeritve podjetja

At the end of the course a graduate will be able:

- to understand and utilize the research process and to exhibit the skills for designing a research study, data collection and analysis, and presenting research results
- and based on research results to develop a strategic decision of a company

Metode poučevanja in učenja:

Learning and teaching methods:

Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
Sodelovalno delo: timsko delo, pisni izdelki, delo v virtualnem učnem okolju
Individualno delo: študij literature in virov, raziskovalno delo, refleksija, pisni izdelki, delo v virtualnem učnem okolju

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

Frontal teaching: lectures with students' active participation (webinar, explanation, discussion, case studies)
Team work: work in smaller groups or the pair work (a written casework in the virtual learning environment)
Individual work: study of literature, research work, reflection, a written casework in the virtual learning environment

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within a virtual learning environment.

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> ▪ Krajši pisni izdelki ▪ Daljši pisni izdelki ▪ Online test 	<p>40%</p> <p>30%</p> <p>30%</p>	<p>Continuous knowledge assessment:</p> <ul style="list-style-type: none"> ▪ short written casework ▪ long written casework ▪ written exam
<p>Končno preverjanje in ocenjevanje znanja:</p> <ul style="list-style-type: none"> • Pisni izpit • Dispozicija individualne raziskave 	<p>70%</p> <p>30%</p>	<p>Final knowledge assessment</p> <ul style="list-style-type: none"> • Written exam • Individual research Proposal

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Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 11. 1. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Psihologija prodaje: ljudje, kultura, spremembe in obnašanje strank
Course title:	Psychology of Selling: People, Culture, Changes and Customer Behaviour

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	1.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	1st	/

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code: PPR

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
18	12	/	/	/	125	6

Nosilec predmeta / Lecturer: doc. dr. Kristijan Musek Lešnik

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian
	Vaje / Tutorial:	Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

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

Prerequisites:

Znanja predvidena v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

<p>Razumevanje vedenja strank kot ključni dejavnik tržnega uspeha</p> <ul style="list-style-type: none"> • Temeljni dejavniki vedenja porabnikov; vpliv psiholoških dejavnikov na vedenje strank (B2C in B2B). • Kognitivni in konativni (motivacijske, čustvene) temelji vedenja strank. • Vedenje strank in družba. • Čustva in poslovanje, vpliv emocionalnega doživljanja na uspešnost poslovnega delovanja. • Vloga socialnih motivov v poslovnih odnosih. • Uporaba psihologije v marketingu in prodaji • Psihološka načela zavestnega odločanja <p>Zadovoljstvo in zvestoba porabnikov</p> <ul style="list-style-type: none"> • Psihološki dejavniki zadovoljstva strank. • Psihološki dejavniki zvestobe strank. <p>Vloga osebnosti v poslovnem odnosu.</p> <ul style="list-style-type: none"> • Vloga samopodobe, samovrednotenja in samospoštovanja v poslovnem odnosu. • Osebnost in samopodoba <p>Poslovna klima in organizacijska kultura</p> <ul style="list-style-type: none"> • Psihološki vidiki komuniciranja s strankami. • Psihološki vidiki poslovne klime. • Vrednote in drugi psihološki dejavniki organizacijske kulture.

Content (Syllabus outline):

<p>Understanding of customers as key factor of market success.</p> <ul style="list-style-type: none"> • Basic factors of customer behaviour; influence of psychological factors on customer behaviour (B2C and B2B). • Cognitive and conative (motivational, emotional) bases of customer behaviour. • Customer behaviour and society. • Emotions and business, role of emotional experience on success in business activities. • Role of social motives in business relationships. • Use of psychology in marketing and selling. • Psychological principles of conscious decision making. <p>Customer satisfaction and loyalty</p> <ul style="list-style-type: none"> • Psychological aspects of customer satisfaction. • Psychological aspects of customer loyalty. <p>Role of personality in business relationships</p> <ul style="list-style-type: none"> • Role of self-image, self-esteem, and self-respect in business relationships. • Personality and self-image. <p>Business climate and organizational culture</p> <ul style="list-style-type: none"> • Psychological aspects of communication with customers. • Psychological aspects of business climate. • Values and other psychological factors of organizational culture.
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Temeljni literatura in viri / Readings:

Buttle, F. (2008). *Customer Relationship Management, 2nd ed.* New York: Taylor and Francis.

Ling, P. (2015). [Introduction to Consumer Behaviour](#). V P. Ling, S. D'Alessandro, H. Winzar: Consumer Behaviour in Action. Melbourne: Oxford University Press.

Musek Lešnik, K. (2008). *Od zadovoljstva potrošnikov do programov zvestobe : nekateri psihološki dejavniki zadovoljstva in zvestobe potrošnikov in njihova integriranost v programe za sistematično spodbujanje*

zadovoljstva, zvestobe in želenega vedenja potrošnikov. (Znanstvene monografije Fakultete za management Koper). Koper: Fakulteta za management.

Musek Lešnik, K. (2008). *Vrednote, poslanstvo in vizija podjetja : organizacijske vrednote, poslanstvo in vizija podjetja kot jedrni elementi strateškega managementa.* (Znanstvene monografije Fakultete za management Koper), (Management). Koper: Fakulteta za management.

Musek Lešnik, K. (2007) Zadovoljstvo potrošnikov, IPSOS

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Solomon, M. R., Bamosey, G., Askegaard, S. in Hogg, M. K. (2006). *Consumer Behaviour: A European Perspective, 3th ed.* Harlow: Prentice Hall (Prentice Hall) - v celoti dostopno na spletu

https://www.academia.edu/112080020/Consumer_Behaviour_A_European_Perspective_3rd_Edition

Krajši članki dr. Kristijana Muska Lešnika dostopni na spletni strani <http://www.ipsos.si/web-data/Templates/menu-podjetje-home.html>

Cilji in kompetence:

- Usposobljenost za poznavanje in obvladovanje vedenja strank.
- Razumevanje vpliva psiholoških dejavnikov na vedenje strank (B2C in B2B).
- Obvladovanje kognitivnih in konativnih (motivacijske, čustvene) temeljev vedenja strank.
- Razumevanje vpliva emocionalnega doživljanja na uspešnost poslovnega delovanja.
- Razumevanje vloge socialnih motivov v poslovnih odnosih.
- Usposobljenost za uporabo znanja psihologije v marketingu in prodaji.
- Sposobnost analiziranja psiholoških dejavnikov zadovoljstva in zvestobe strank.
- Poznavanje vloge osebnosti v poslovnem odnosu in razumevanje vloge samopodobe, samovrednotenja in samospoštovanja v poslovnem odnosu.
- Usposobljenost za uporabo psiholoških vidikov komuniciranja s strankami, poslovne klime in organizacijske kulture v marketingu in prodaji.

Objectives and competences:

- Ability of knowledge of customer behaviour.
- Understanding of the influence of psychological factors on customer behaviour (B2C and B2B).
- Knowledge of cognitive and conative (motivational, emotional) bases of customer behaviour.
- Understanding of the role of emotional experience on success in business activities.
- Understanding of the role of social motives in business relationships.
- Capacity of the use of psychology knowledge in marketing and selling.
- Capability of analyzing psychological aspects of customer satisfaction and loyalty
- Knowledge of the role of personality in business relationships, and role of self-image, self-esteem, and self-respect in business relationships.
- Ability of the use of the psychological aspects of communication with customers, business climate and organizational culture in marketing and sales.

Predvideni študijski rezultati:

Intended learning outcomes:

<p>Znanje in razumevanje:</p> <ul style="list-style-type: none"> • Študentje bodo razumeli poznavanje vloge vedenja strank kot ključnega dejavnika tržnega uspeha. • Razumeli bodo vpliv psiholoških dejavnikov na vedenje strank (B2C in B2B). • Razumeli bodo kognitivne in konativne (motivacijske, čustvene) temelje vedenja strank. • Razumeli bodo vpliv emocionalnega doživljanja na uspešnost poslovnega delovanja. • Razumeli bodo vlogo socialnih motivov v poslovnih odnosih. • Razumeli bodo uporabo psihologije v marketingu in prodaji. • Razumeli bodo psihološke dejavnike zadovoljstva in zvestobe strank. • Razumeli bodo vlogo osebnosti v poslovnem odnosu in analizirali vlogo samopodobe, samovrednotenja in samospoštovanja v poslovnem odnosu. • Razumeli bodo psihološke vidike komuniciranja s strankami, poslovne klime in organizacijske kulture.
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<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Students will understand the knowledge of the role of customer behaviour as a key factor of business success • They will understand the influence of psychological factors on customer behaviour (B2C and B2B). • They will understand cognitive and conative (motivational, emotional) bases of customer behaviour. • They will understand the role of emotional experience on success in business activities. • They will understand the role of social motives in business relationships. • They will understand the use of psychology in marketing and selling. • They will understand psychological aspects of customer satisfaction and loyalty • They will understand the role of personality in business relationships, and role of self-image, self-esteem, and self-respect in business relationships. • They will understand psychological aspects of communication with customers, business climate and organizational culture.

Metode poučevanja in učenja:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov) Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju Individualno delo: naloge, študij literature in virov, refleksija, samoocenjevanje, pisni izdelki, delo v virtualnem učnem okolju</p> <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<p>Frontal approach: lectures with active participation of students (explanation, discussion, case solving) Collaborative approach: project work, team work, work in virtual environment Individual approach: tasks, study of literature and resources, reflection, self-evaluation, written products, work in virtual learning environment</p> <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within a virtual learning environment.</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p>Sprotno preverjanje in ocenjevanja znanja:</p> <ul style="list-style-type: none"> • Krajši pisni izdelki 	<p>24 %</p>	<p>Continuous evaluation of knowledge</p>
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<ul style="list-style-type: none"> • Daljši pisni izdelki • Online test 	<p>36 %</p> <p>40 %</p>	<ul style="list-style-type: none"> • Short written assignments • Longer written assignment • Written examination
<p>Končno preverjanje in ocenjevanja znanja:</p> <p>Pisni izpit</p> <p>Seminarska naloga</p>	<p>60 %</p> <p>40 %</p>	<p>Final evaluation of knowledge</p> <ul style="list-style-type: none"> • Written exam • Seminar paper

Reference nosilca / Lecturer's references:

- MUSEK LEŠNIK, Kristijan. Stres in izgorelost med managerji : sodobno delovno okolje prinaša vse več stresa. HRM : strokovna revija za ravnanje z ljudmi pri delu. jun. 2009, letn. 7, št. 29, str. 54-58, tabele. ISSN 1581-7628. [COBISS.SI-ID 2638792]
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- MUSEK LEŠNIK, Kristijan. *Od poslanstva do vizije zavoda in neprofitne organizacije : kako razjasniti vrednote, opredeliti poslanstvo in ustvariti vizijo zavoda ali neprofitne organizacije za nove čase*. Ljubljana, 2003. 387 str., ilustr., tabele. ISBN 961-6406-12-4. [COBISS.SI-ID 125520128]
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- MAJHEN, Jasna. *Motnja kompulzivnega nakupovanja z biopsihosocialnega vidika = Compulsive buying disorder from a biopsychosocial perspective : zaključna naloga*. Koper, 2019. VII, 30 f., ilustr. https://www.famnit.upr.si/sl/studij/zakljucna_dela/view/858. [COBISS.SI-ID [1541505732](#)]
- MUSEK LEŠNIK, Kristijan. *Od zadovoljstva do zvestobe potrošnikov : razumevanje zadovoljstva potrošnikov in spodbujanje njihove navezanosti ter zvestobe*. Ljubljana, 2007. ISBN 978-961-92047-1-9. [COBISS.SI-ID [232254208](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 24. 6. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Razvoj izdelkov in blagovnih znamk
Course title:	Product and Brand Development

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	2.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	2nd	/

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code: RIBZ

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
18	12	/	/	/	125	6

Nosilec predmeta / Lecturer: prof. dr. Tina Vukasović

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English
	Vaje / Tutorial:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

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

Prerequisites:

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

Content (Syllabus outline):

<ol style="list-style-type: none"> 1. Uvod: opredelitev osnovnih konceptov (izdelek¹ in njegov razvoj, ravni izdelka, blagovna znamka in njen razvoj) 2. Klasificiranje in sestavine izdelkov: design izdelka, embalaža, znamka, vrednost, kakovost, image, izdelčni splet 3. Menedžment izdelkov: SWOT analiza, življenjski cikel izdelka (ŽCI) in strategije v posameznih fazah ŽCI, portfolio modeli 4. Razvoj novih izdelkov: marketinški splet kot orodje za razvoj novih izdelkov, strateško načrtovanje in proces razvoja novih izdelkov, cilji in strategije razvoja novih izdelkov 5. Razvoj blagovne znamke in uravnotežen pogled nanjo: razvoj in značilnosti blagovnih znamk, vrste in funkcije blagovnih znamk, uravnotežen pogled na blagovno znamko - pogled porabnikov vs. pogled skrbnikov 6. Menedžment blagovnih znamk: identiteta blagovne znamke, ustvarjanje poznavanja blagovne znamke, določanje elementov blagovne znamke, klasifikacija blagovnih znamk, strategije blagovne znamke 7. Koncept vrednosti blagovne znamke: merjenje vrednosti blagovne znamke, modeli za merjenje vrednosti blagovne znamke 8. Implementacija blagovne znamke: v podjetju (notranji branding) in zunaj podjetja (izbira orodij za doseg ciljne skupine blagovne znamke) 	<ol style="list-style-type: none"> 1. Introduction: key concepts (product, product development, product forms, brand and brand development) 2. Classification of products: design, packaging, brand, value, quality, product mix 3. Product management, SWOT analysis, product life cycle concept, product strategy, portfolio analysis 4. New product development: marketing mix, strategic plan and process of new product development, goals and strategies in the process of new product development 5. Brand development: brand development and brand characteristics, types and functions of brands, consumers' points of view vs. brand managers' points of views 6. Brand management: brand identity, creating brand awareness, choosing brand elements, brand classifications and brand strategy 7. Brand value concept: brand value measurement, the brand value measurement models 8. Brand implementation: in (inside branding) and outside of a company (choosing the tools to achieve the brand target group)
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Temeljni literatura in viri / Readings:

OBVEZNA/COMPULSORY:

Knjige/Books:

- Kotler, P., Armstrong, G., (2018). Principles of Marketing. Pearson Education. Poglavlja: 7, 8, 9, 10, 12, 15, 16, 17.
- Vukasović, T. (2020). Knowledge as an important factor in the process of creating brand equity. International Journal of Innovation and Learning, Vol. 28, No.2, str. 139-158.
- Wright, A. (2020.). 42 Buyer Persona Questions to Inspire Your Research. Pristup na: <https://amywright.me/buyer-persona-questions/>
- Vukasović Tina (2023). Trženjski splet; prosojnice dostopne v BB
- Vukasović Tina (2023). Blagovna znamka; prosojnice dostopne v BB
- Vukasović Tina (2023). Segmentiranje in pozicioniranje na trgu; prosojnice dostopne v BB
- Vukasović, T. (2023). Značilnosti generacij potrošnikov; prosojnice dostopne v BB

¹ S pojmom »izdelek« opredeljujemo tako storitve kot fizično oprijemljive izdelke. Zaradi poenostavitve pojmovanja v nadaljevanju besedila uporabljamo pojem izdelek./The term "product" denotes services as well as tangible products. For reasons of simplification, the term product is used hereinafter.

- Vukasović, T (2023). Vživite se v svojega kupca; prosojnice dostopne v BB
- Navodila za pripravo pisnih nalog DOBA fakultete.

Video gradivo:

- Marketing: The Product Life Cycle Explained: https://www.youtube.com/watch?v=26E6QR_hmU
- Marketing mix (4 P in 7P): <https://www.youtube.com/watch?v=ys7zx1Vc9po>
- Proces razvoja novega izdelka: <https://www.youtube.com/watch?v=KWY4UgbzCBU>
- Blagovna znamka: <http://www.youtube.com/watch?v=k5016fh7TgQ>
- Upravljanje blagovne znamke: <http://www.youtube.com/watch?v=JKIAOZZritk&feature=related>
- Segmentiranje in pozicioniranje:
https://www.youtube.com/watch?v=llq_8MUPz5w&feature=related
- Defining a new product development process: <https://www.bl.uk/business-and-ip-centre/articles/how-to-define-a-new-product-development-process>

PRIPOROČENA/RECOMMENDED:

- Baker, M. in Hart, S. (2007). Product Strategy and Management. London: Prentice Hall.
- Keller, K.L. (2013). Strategic Brand Management. 4th Edition. Upper Saddle River, N. J., London.
- Vukasović, T. (2023): Trženje: za teorijo in prakso. Pearson.
- Pompe, A. (2017): Znamka in znamčenje. Ljubljana: Gea College.

Cilji in kompetence:

Cilji predmeta:

- razumeti temeljna spoznanja, ki jih ponujajo pravila sodobnega razvoja izdelkov in blagovnih znamk
- usposobiti študenta za uporabo pridobljenih znanj in veščin pri analizi, načrtovanju, udejanjanju in nadzoru odločitev na področju razvoja izdelkov in blagovnih znamk
- usposobiti študenta za samostojno uporabo pridobljenih znanj in veščin v procesih sprejemanja poslovnih odločitev podjetja/organizacije

Kompetence:

- poznavanje in oblikovanje konceptov razvoja izdelkov in blagovnih znamk,
- sposobnost obvladovanja sprememb in prilagajanja potrebam in zahtevam trga potrošnikov na podlagi stalnega evalviranja izdelkov
- sposobnost razumevanja pomembnosti procesa menedžmenta blagovnih znamk za sprejemanje trženjskih odločitev v praksi
- usposobljenost za analizo, sintezo in samostojno oblikovanje rešitev trženjskih problemov podjetja/organizacije
- poznavanje procesa razvoja izdelkov, značilnosti menedžmenta izdelkov in

Objectives and competences:

Course objectives:

- To understand the basic findings of the ways offered by the rules of modern product development and brand management
- To enable students to use the acquired knowledge and skills in analysing, planning, realization, and control of decisions in the field of product development and brand management
- To enable students to independently use the knowledge and skills acquired in the business decision-making process

Competences:

- Knowledge of the creation concepts of product development and brand management
- The ability to manage change and to adapt to market needs and consumers' demands on the basis of product evaluation
- The ability to understand the importance of the brand management for adopting marketing decisions
- Capacity for analysis, synthesis, and independent shaping of solutions to marketing problems in a company/organization.
- Knowledge of the product development process, product management features, and the ability to use the methods and tools that enable effective

<p>sposobnost uporabe metod in orodij, ki omogočajo učinkovito načrtovanje, oblikovanje in uvedbo izdelkov na trg</p> <ul style="list-style-type: none"> • poznavanje procesa menedžmenta blagovnih znamk • poznavanje koncepta vrednosti blagovnih znamk ter sposobnost uporabe metod in modelov merjenja vrednosti blagovnih znamk v praksi • sposobnost razvoja in uveljavljanja blagovne znamke v domačem in mednarodnem okolju • razvoj veščin za uporabo znanja s področja razvoja novih izdelkov in blagovnih znamk • sposobnost uporabe pridobljenih znanj in veščin pri analizi, načrtovanju, udejanjanju in nadzoru odločitev na področju razvoja izdelkov in blagovnih znamk • razvoj komunikacijskih in pogajalskih sposobnosti, timsko delo in sposobnost kritične /samo/refleksije
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<p>planning, development, and launching of products on the market</p> <ul style="list-style-type: none"> • Knowledge of the brand management process • Knowledge of the brand value concept and the ability to use the methods and models for measuring brand value in practice • The ability to develop and enforce a brand in the domestic and foreign market • Develop skills to use knowledge in the field of product and brand development • Ability to use the gained knowledge and skills for analysing, planning, implementation, and control of decisions in the field of product and brand development • Development of communication and negotiation skills, teamwork, and the ability of critical /self/reflection
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Predvideni študijski rezultati:

<ul style="list-style-type: none"> • diplomant bo sposoben na podlagi strateških usmeritev pripraviti taktični načrt uvedbe, spremljanja in evalvacije uspešnosti izdelka na trgu • diplomant bo znal uporabljati dobljena znanja in veščine pri razlagi teorij, konceptov in vprašanj s področja razvoja izdelkov in blagovnih znamk • diplomant bo razumel pomen razvoja izdelkov in blagovnih znamk za uspešno delovanje podjetja • diplomant bo razumel pomembnost procesa menedžmenta blagovnih znamk v procesu sprejemanja trženjskih odločitev v praksi • diplomant bo znal analizirati, načrtovati, udejanjati in nadzirati odločitve podjetja na področju razvoja izdelkov in blagovnih znamk

Intended learning outcomes:

<ul style="list-style-type: none"> • The graduate will be able to prepare a tactical plan for product implementation, monitoring and evaluation on the market on the basis of strategic guidelines • The graduate will be able to use the obtained knowledge and skills in the interpretation of theories, concepts, and questions in the field of product and brand development • The graduate will understand the importance of product and brand development for the successful operations of a company • The graduate will understand the importance of the brand management process for the successful operations of a company • The graduate will be able to analyse, plan, implement, and monitor company decisions in the field of product and brand development

Metode poučevanja in učenja:

Learning and teaching methods:

<p>Frontalno delo: predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)</p> <p>Sodelovalno delo: projektno delo, timsko delo, delo v virtualnem učnem okolju</p> <p>Individualno delo: naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki, delo v virtualnem učnem okolju</p> <p>Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>	<p>Frontal instruction: lectures with active participation of students (explanation, discussion, case studies)</p> <p>Collaborative group work: work in smaller groups or pair work (a written casework in the virtual learning environment)</p> <p>Individual work: assignments, study of literature, research work, reflection, self-assessment, public speaking, a written casework in the virtual learning environment</p> <p>The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within a virtual learning environment.</p>
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Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

<p><u>Sprotno preverjanje in ocenjevanje znanja</u></p> <ul style="list-style-type: none"> ▪ Krajši pisni izdelki ▪ Daljši pisni izdelki ▪ Online test <p><u>Končno preverjanje in ocenjevanje znanja</u></p> <ul style="list-style-type: none"> ▪ Pisni izpit ▪ Daljši pisni izdelek 	<p>15 %</p> <p>40 %</p> <p>45 %</p> <p>60 %</p> <p>40 %</p>	<p><u>Continuous knowledge assessment</u></p> <ul style="list-style-type: none"> ▪ Short written casework ▪ Long written casework ▪ Online test <p><u>Final knowledge assessment</u></p> <ul style="list-style-type: none"> ▪ Written exam ▪ Long written casework
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Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • VUKASOVIČ, Tina. An empirical investigation of brand equity : a cross-country validation analysis. <i>Journal of global marketing</i>. 2016, vol. 29, no. 5, str. 251-265, ilustr. ISSN 0891-1762. http://www.tandfonline.com/doi/full/10.1080/08911762.2016.1194508, DOI: 10.1080/08911762.2016.1194508. [COBISS.SI-ID 38603781] • VUKASOVIČ, Tina. Pomembna znanja in sposobnosti, ki odlikujejo uspešnega tržnika. <i>Mednarodno inovativno poslovanje : strokovno-znanstvena revija za področje poslovanja in poslovnega izobraževanja</i>. 2014, year 6, vol. 1/2, ilustr. ISSN 1855-6175. http://journal.doba.si/letnik_6-2014-st-1/pomembna-znanja-in-sposobnosti-ki-odlikujejo-uspesnega-trzn. [COBISS.SI-ID 512678704] • VUKASOVIČ, Tina. Building successful brand by using social networking media. <i>Journal of Media and Communication Studies</i>. 2013, vol. 5, no. 6, str. 56-63, ilustr., tabele. ISSN 2141-2545. DOI: 10.5897/JMCS2013.0352. [COBISS.SI-ID 1536040388]

- VUKASOVIČ, Tina, BARKOVIČ, Martina. Percepcija pozicije znamke v očeh slovenskih in tujih turistov. *Revija za ekonomske in poslovne vede*. [Tiskana izd.]. 2015, vol. 2, no. 1, str. 83-96, ilustr. ISSN 2350-384X. [COBISS.SI-ID [514157943](#)]
- VUKASOVIČ, Tina. Spremembe v zavedanju in pojmovanju blagovnih znamk v visokem šolstvu. *DOBA*. 26. maj 2021. ISSN 2712-4789. <https://www.fakulteta.doba.si/doba-znanja/spremembe-v-zavedanju-in-pojmovanju-blagovnih-znamk-v-visokem-solstvu>. [COBISS.SI-ID [105595139](#)]
- VUKASOVIČ, Tina, BARKOVIČ, Martina. Evaluating the effectiveness of brand positioning from a consumer perspective. *Journal of social sciences research*. 2014, vol. 6, no. 1, str. 898-904. ISSN 2321-1091. <https://cirworld.com/index.php/jssr/article/view/3422>, DOI: [10.24297/jssr.v6i1.3422](https://doi.org/10.24297/jssr.v6i1.3422). [COBISS.SI-ID [512706608](#)]
- STRAŠEK, Rok, VUKASOVIČ, Tina. Raziskovalni model strateškega pozicioniranja blagovne znamke = Research model of strategic positioning brand. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : solidarnost za socialni kapital : 3. znanstvena konferenca z mednarodno udeležbo, 20.-21. oktober 2011, Portorož : zbornik referatov = proceedings*. Portorož, 2011. Str. 1750-1757, ilustr., tabele. ISBN 978-961-6469-59-3. [COBISS.SI-ID [4236247](#)]
- VUKASOVIČ, Tina. Launching of a new product with the brand extension strategy. V: DERMOL, Valerij (ur.), et al. *Knowledge and learning : global empowerment : proceedings of the Management, Knowledge and Learning International Conference 2012, 20-22 June 2012, Celje, Slovenia*. Celje, 2012. Str. 97-107, ilustr. MakeLearn. ISBN 978-961-6813-09-9, ISBN 978-961-6813-10-5. ISSN 2232-3309. [COBISS.SI-ID [15968565](#)]
- VUKASOVIČ, Tina. Rezultati tržnih raziskav kot osnova za širitev blagovne znamke = The results of market research as the basis for brand extension. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : solidarnost za socialni kapital : 3. znanstvena konferenca z mednarodno udeležbo, 20.-21. oktober 2011, Portorož : zbornik referatov = proceedings*. Portorož, 2011. Str. 2021-2027, ilustr. ISBN 978-961-6469-59-3. [COBISS.SI-ID [4236759](#)]
- VUKASOVIČ, Tina. Vpliv izvora izdelka na vrednotenje njegovih lastnosti pri porabnikih = Impact of the product's origin on tje consumer evaluation of product's properties. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : solidarnost za socialni kapital : 3. znanstvena konferenca z mednarodno udeležbo, 20.-21. oktober 2011, Portorož : zbornik referatov = proceedings*. Portorož, 2011. Str. 2012-2020, ilustr., tabele. ISBN 978-961-6469-59-3. [COBISS.SI-ID [4237015](#)]
- VUKASOVIČ, Tina, BOJNEC, Štefan. Strukturni model povezav med poreklom izdelka in zaznano vrednotjo blagovne znamke = Structural model of relationships between the origin of the product and the perceived brand name value. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : družbena odgovornost za trajnostni razvoj : 2. znanstvena konferenca z mednarodno udeležbo, 21.-22. oktober 2010, Portorož : zbornik referatov = proceedings*. Portorož, 2010. Str. 2284-2295, ilustr., tabele. ISBN 978-961-6469-51-7. [COBISS.SI-ID [3738583](#)]
- STRAŠEK, Rok, VUKASOVIČ, Tina. Raziskovalni model strateškega pozicioniranja blagovne znamke = Research model of strategic positioning brand. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : solidarnost za socialni kapital : 3. znanstvena konferenca z mednarodno udeležbo, 20.-21. oktober 2011, Portorož : zbornik povzetkov referatov = book of abstracts*. Portorož, 2011. Str. 204-205. ISBN 978-961-6469-58-6. [COBISS.SI-ID [4122583](#)]
- VUKASOVIČ, Tina. Rezultati tržnih raziskav kot osnova za širitev blagovne znamke = The results of market research as the basis for brand extension. V: BREZOVEC, Aleksandra (ur.), MEKINC, Janez (ur.). *Management, izobraževanje in turizem : solidarnost za socialni kapital : 3. znanstvena konferenca z mednarodno udeležbo, 20.-21. oktober 2011, Portorož : zbornik povzetkov referatov = book of abstracts*. Portorož, 2011. Str. 228. ISBN 978-961-6469-58-6. [COBISS.SI-ID [4123095](#)]
- ŠKOF, Mirjana, VUKASOVIČ, Tina. Pomen zaščite blagovne znamke v malem in srednje velikem podjetju = The importance of brand protection in small and medium-sized enterprises. V: OVIN, Rasto (ur.), LAZAR, Nuša (ur.). *Znanje za prihodnost : monografija Doba Fakultete 2021*. Maribor, 2021. Str. 198-

223. Zbirka Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij. ISBN 978-961-7061-11-6. <https://www.fakulteta.doba.si/doba-znanja/raziskave/monografije>. [COBISS.SI-ID [97498883](#)]
- VUKASOVIČ, Tina, ŠINKOVEC, Urša. Ustvarjanje prepoznavnosti blagovne znamke na družabnih omrežjih s pomočjo tržnega komuniciranja = Creating brand awareness on social networking sites by marketing communication. V: OVIN, Rasto (ur.). *Dajmo prostor novemu znanju : monografija Doba fakultete*. Maribor, 2017. Str. 245-254. Spoznanja iz ekonomskih ter uporabnih poslovnih in družbenih študij, [2]. ISBN 978-961-6818-54-4. [COBISS.SI-ID [512994352](#)]
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 - VUKASOVIČ, Tina. *Management blagovnih znamk in globalni trgi : učno gradivo - predavanja in vaje : podiplomski študijski program Management znanja : 2021/2022*. Celje, 2021]. 1 USB ključ (1 PDF datoteka ([372] str.)), ilustr. [COBISS.SI-ID [81517827](#)]
 - VUKASOVIČ, Tina. *Menedžment izdelkov, storitev in blagovnih znamk : učno gradivo : predavanja in vaje*. Maribor, 2020/2021. <https://blackboard.doba.si/>. [COBISS.SI-ID [44130307](#)]
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Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 1. 7. 2022

UČNI NAČRT PREDMETA / COURSESYLLABUS

Predmet:	Integrirano marketinško komuniciranje
Course title:	Integrated Marketing Communication

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	2.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	2nd	/

Vrsta predmeta / Course type Obvezni / Compulsory

Univerzitetna koda predmeta / University course code: IMK

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	Individ. work		
18	12	/	/	/	125	6

Nosilec predmeta / Lecturer: doc. dr. Milena Fornazarič

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English
	Vaje / Tutorial:	Slovenski, hrvaški, srbski, angleški /Slovenian, Croatian, Serbian, English

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

Prerequisites:

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

The knowledge provided in the curricula of the first degree Bologna programmes of business and technical disciplines.

Vsebina:

- Gre za pomik od parcialnega gledanja na vsako posamezno orodje tržnega komuniciranja k mnogo kompleksnejšemu integriranemu pristopu. Ta zahteva razvijanje vpogleda v obstoječe segmente potrošnikov, izbiranje segmenta potencialnih kupcev in razvijanje konceptov, na osnovi katere jih je možno učinkovito doseči s pomočjo celovito zastavljenega spleta razpoložljivih orodij komuniciranja. Za doseganje načrtovanih rezultatov je treba zagotoviti kreativnost, pravilne reakcije v primeru krize, določiti, kako učinkovito je komuniciranje kot celota in koliko k temu prispeva posamezno orodje, ter sestaviti celovit plan komuniciranja.
- Definicija integriranega marketinškega komuniciranja in njegova vloga
- Značilnosti procesa komuniciranja in komunikacijske teorije
- Cilji in proračun za aktivnosti trženjskega komuniciranja
- Oglaševanje kot orodje trženjskega komuniciranja - oblike, cilji, funkcije, proces oglaševanja, merjenje učinkov oglaševanja ...
- Tradicionalni množični mediji in razvoj novih medijev
- Načrtovanje medijev in medijskega spleta
- Druga orodja trženjskega komuniciranja (osebna prodaja, pospeševanje prodaje, odnosi z javnostmi, PR, korporativno komuniciranje, SEM, CEO, direktni marketing, sponzorstvo, donatorstvo ...)
- Presojanje/merjenje učinkovitosti in uspešnosti trženjskega komuniciranja
- Družbeno etični in pravni vidiki marketinške komunikacije

Content (Syllabus outline):

- It is a shift from viewing individual market communication tools individually towards a much more complex integrated approach. This requires the development of insights into existing consumer segments, selecting the potential customer segment, and developing concepts, which can be used to effectively achieve a comprehensive mix of available communication tools. In order to achieve the planned results, it is necessary to ensure creativity, the appropriate responses in the event of a crisis, to determine the effectiveness of communication as a whole, and to what extent each tool contributes to it, and to draw up a comprehensive communication plan.
- Definition of integrated marketing communication and its role
- Elements of communication process and communication theory
- Marketing goals and budgeting
- Advertising as a communication tool – goals, types, functions, advertising process, measuring advertising effects, etc.
- Traditional mass media and development of new media
- Media planning and media mix
- Other communication tools (personal sales, promotion, PR, corporate communication, SEM, CEO, direct marketing, sponsorship, donating policy, etc.)
- Evaluating and measuring advertising effects
- Legal and ethical elements of marketing communication

Temeljni literatura in viri /Readings:

Obvezna literatura/Additional readings:

Armstrong, G., Kotler, P., Harker, M., Brennan, R. (2015), Marketing, An Introduction: Third Edition, Pearson Education Limited:

- a. Defining marketing and the marketing process (2-36).
- b. Company and marketing strategy: Partnering to build customer relationship (42-68)
- c. Consumer behaviour (150-171),
- d. Market segmentation (190-203),
- e. Segmenting business markets (202-207)
- f. Advertising, sales promotion and public relations (396-429)
- g. Advertising (402-419)
- h. Evaluating advertising effectiveness and return on investments (419-421)
- i. Marketing in digital age (472-480)
- j. Ethics, Social Responsibility and Sustainability (542-572)

Obvezno video gradivo:

- b. Posnetek predavanja nosilca predmeta doc. dr, Milene Fornazarič z naslovom Spremembe v marketingu in trendi
- c. You tube: P. Kotler: Marketing, Chicago, Humanities festival
- d. You tube: P. Kotler on marketing trends
- e. You tube:[Webinar] Survey Results: The Impact of COVID-19 on Marketing https://www.youtube.com/watch?v=t_OLOUvaXCw
- f. Balis, J., 10 Truths About Marketing After the Pandemic, Harvard Business Review, 3, 2021, <https://hbr.org/2021/03/10-truths-about-marketing-after-the-pandemic>
- g. Gartner, Gartner Experts answer the Top Generative AI Questions for Your Enterprise, 2023, pridobljeno 21. 11. 2023 na <https://www.gartner.com/en/topics/generative-ai>
- h. Capgemini and Salesforce Collaborate to Enable a New Era of Generative AI Powered Customer Experience, September 2023, pridobljeni 27. 11. 2023 na <https://www.capgemini.com/at-de/news/press-releases/capgemini-and-salesforce-collaborate-to-enable-a-new-era-of-generative-ai-powered-customer-experiences/>

Priporočena literatura/Additional Readings:

Tuškej, M. (2015) Brez friendov ni brendov, Medijski partner d.o.o.:

- Trajnostna naravnost (36-38);
- Spremembe spreminjajo ljudi (39-77).

Cilji in kompetence:

Študentje bodo razvili naslednje kompetence:

- sposobnost strateške in taktične uporabe osnovnih načel trženja in oglaševanja ter povezanih pojmov
- analitično razumevanje pomembnosti dolgoročnega razvoja blagovnih znamk
- obvladovanje ključnih dejavnikov, ki določajo učinkovito oglaševanje

Objectives and competences:

Students will gain the following competences:

- Ability of strategic and tactical use of the basic principles of marketing and advertising and related concepts
- Analytical understanding of the importance of a long-term development of brands
- Ability of mastering the key factors influencing effective advertising

- sposobnost kreativnega razumevanja različnih strategij oglaševanja in njihovo samostojno načrtovanje
- sintezo različnih oblik sodelovanja med oglaševalci, mediji in oglaševalskimi agencijami pri razvoju BZ in oglaševanja po vrstah medijev
- sposobnost kreativnega spopadanja s spremembami v marketing
- kreativnost in prilagodljivost v komunikaciji z deležniki
- sposobnost celovitega razmišljanja
- sposobnost timskega dela
- pozitiven odnos do dela na področju marketinškega komuniciranja

- Ability of creative understanding of different advertising strategies and their independent planning
- Synthesis of various forms of partnership among advertisers, media, and advertising agencies in developing brands and different media advertising
- Ability of creative change management in marketing
- Creativity and flexibility in communication with stakeholders
- Ability of holistic thinking
- Ability to work in a team
- Positive approach to working in the field of marketing communication

Predvideni študijski rezultati:

- Študentje bodo po zaključku tega predmeta:
- prepoznali pomembnost vloge integriranega tržnega komuniciranja v podjetju
 - razlikovali in razložili osnovne ITK koncepte, procese in metode za učinkovite ITK strategije.
 - analizirali in diagnosticirali, načrtovali, uresničevali ter nadzirali odločitve strateškega in taktično-operativnega pomena na področju vodenja ITK
 - Študentje pridobili izkušnje timskega dela
 - Študentje zasnovali projekt marketinške strategije in jo po fazah predstavili v predavalnici
 - Študentje znali preveriti učinkovitost tako zastavljenih akcij tržnega komuniciranja - kontrola učinkovitosti s pomočjo kvalitativnih ali kvantitativnih raziskav

Intended learning outcomes:

- After completion of the course, the students are capable of:
- Recognizing the importance of IMC in the company
 - Distinguishing and explaining the basic IMC concepts, processes, and methods for effective IMC strategies
 - Analyzing and diagnosing, planning, implementing, and overseeing decisions of strategic and tactical operational importance in IMC management
 - Teamwork
 - Preparing and presenting individual phases of a comprehensive communication strategy
 - Checking the effectiveness of market communication campaigns – efficiency control through qualitative or quantitative research

Metode poučevanja in učenja:

- Frontalno delo:** predavanja z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov)
- Sodelovalno skupinsko delo:** seminarske vaje (projektno delo, timsko delo)
- Individualno delo:** individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop v obliki »elevator pitch«, pisni izdelki)

Learning and teaching methods:

- Frontal instruction:** lectures with active participation of students (explanations, discussions, case study)
- Collaborative group work:** tutorial work (project work, teamwork)
- Individual work:** individual activities (coursework, study of literature and resources, development and

Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (naloge, forum, klepetalnica, študij gradiva in video posnetkov)

Opredeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.

research work, reflections, self-evaluation, public speaking – elevator pitch, written assignments)

Study in the virtual environment: collaborative and individual activities (tasks, forums, chat room, study of literature and videos);

The teaching and learning methods that are employed in distance learning are supported by modern information and communication tools and supplemented with effective teaching and learning approaches within the virtual learning environment.

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Sprotno preverjanje in ocenjevanje znanja		Continuous knowledge assessment:
▪ Krajše individualne naloge	20 %	▪ Public presentation of the project
▪ Kompleksna timska naloga s predstavitvijo	40 %	▪ Project work
▪ Online test	40 %	▪ Online test
Končno preverjanje in ocenjevanje znanja		Final knowledge assessment
▪ Pisni izpit	60 %	▪ Examination
▪ Daljši pisni izdelek	40 %	▪ Project work

Reference nosilca / Lecturer's references:

- FORNAZARIČ, Milena. Kako spletno oglaševanje vpliva na otroke in mladostnike?. *MM : media marketing*. [Slovenska tiskana izd.]. jan. 2012, leto 32, št. 368, str. 40-41, ilustr. ISSN 0352-1761. [COBISS.SI-ID [268735744](#)]
- FORNAZARIČ, Milena. Stališča do spletnega oglaševanja in vpliv na vedenje mladih. *Medijska vzgoja in produkcija*. [Tiskana izd.]. mar. 2012, letn. 5, št. 1, str. 23-28, z avtorj. sl. ISSN 1855-3354. [COBISS.SI-ID [268720896](#)]
- FORNAZARIČ, Milena. Stališča do spletnega oglaševanja in vpliv na vedenje mladih. *Economic and business review*. 2010, letn. 12, pos. št., str. 45-70, ilustr. ISSN 1580-0466. [COBISS.SI-ID [20396006](#)]
- VAUPOT, Zoran, FORNAZARIČ, Milena. Print media and foreign direct investments : creating public opinion in Slovenia. *The USV Annals of Economics and Public Administration*. 2019, vol. 19, iss. 1(29), str. 29-36. ISSN 2344-3847. <http://annals.seap.usv.ro/index.php/annals/article/viewFile/1150/949>. [COBISS.SI-ID [1024480224](#)]
- FORNAZARIČ, Milena. Use of social media in sales practice of private educational organisations = Raba družbenih medijev v tržni praksi zasebnih izobraževalnih organizacij. V: WEIS, Lidija (ur.), KOVAL, Viktor (ur.), AŠKERC ZADRAVEC, Katarina (ur.). *Workshop on Social Research : Eastern*

European Conference of Management and Economics : EECME 2020 : proceedings of the 2nd international scientific conference : May 29, 2020, Ljubljana, Slovenia. Ljubljana, 2020. Str. 9-17, ilustr. ISBN 978-961-7110-00-

5. https://www.vspv.si/uploads/visoka_sola/datoteke/workshop_eecme_2020_-_proceeding_of_conference_ljubljana_school_of_business.pdf. [COBISS.SI-ID [20242179](#)]

- FORNAZARIČ, Milena. Advertising trends in Slovenia: comparison of 2008, beginning of 2009 and beginning of 2019 and 2018 = Ogllaševalski trendi v Sloveniji: primerjava 2008, začetek 2009 in začetek 2019 ter 2018. V: WEIS, Lidija (ur.), KOVAL, Viktor (ur.). *Proceedings of the 1st International Scientific Conference Eastern European Conference of Management and Economics, May 24, 2019.* Ljubljana, 2019. Str. 41-46, ilustr. ISBN 978-961-91021-7-6. [COBISS.SI-ID [2048473368](#)]
- VAUPOT, Zoran, FORNAZARIČ, Milena. Print media in Slovenia : creating public opinion toward FDI. V: ÜBERWIMMER, Margarethe (ur.), et al. *Proceedings.* Düren, 2019. Str. 45-52. ISBN 978-3-8440-6652-4. [COBISS.SI-ID [1024475872](#)]
- FORNAZARIČ, Milena. Tehnološki razvoj, kovid in vpliv na marketing. V: AŠKERC ZADRAVEC, Katarina (ur.). *EECME conference 2022 : knowledge transfer for sustainable development in digital global societies : conference abstracts.* Ljubljana, 2022. Str. 14. https://www.vspv.si/uploads/visoka_sola/eecme_4/2022-abstracts_proceedings_final.pdf. [COBISS.SI-ID [112555523](#)]
- VAUPOT, Zoran, FORNAZARIČ, Milena. Press and informal institutions as FDI barriers : what changed in Slovenia between 1992 and 2018?. V: *Thirty years of transition : the book of abstracts.* Ljubljana, 2020. Str. 14. https://www.katoliski-institut.si/public_resources_cache/files/original/original/6/687/SIRC_The%20Book%20of%20Abstracts%20FINAL_copy_1.pdf. [COBISS.SI-ID [30541571](#)]
- FORNAZARIČ, Milena. *Business communication : (lecture notes).* Ljubljana, 2020. [31] str. [COBISS.SI-ID [1024492256](#)]
- FORNAZARIČ, Milena (intervjuvanec), KAMIN, Tanja (intervjuvanec), MILOSAVLJEVIČ, Marko (intervjuvanec). *Oglasi v slabi družbi : oddaja Vroči mikrofona, Radio Slovenija 2, Val 202, 2. okt. 2018.* [COBISS.SI-ID [35813213](#)]
- CELCER, Mojca. *Vpliv nastanka svetovnega spleta kot tehnologije in poslovnega modela na marketing : magistrsko delo.* Maribor, 2019. <http://www.doba.si/diplome/>. [COBISS.SI-ID [513098288](#)]
- ERNOIČ, Helena. *Marketinška strategija: primjer priprave za konkretan proizvod - promocija albuma benda U pol' 9 kod Sabe : magistrski rad.* Maribor, 2020. 1 spletni vir (1 datoteka PDF (71 str.)), ilustr. <http://www.doba.si/diplome/>. [COBISS.SI-ID [44317699](#)]
- FRANETIČ, Aleš. *Trženjska strategija Mladinskega golf centra Stanežiče : magistrsko delo.* Ljubljana, 2020. [4], 87 str., ilustr. [COBISS.SI-ID [60524547](#)]
- FURLAN, Ana. *Workplace motivational factors of generation Z employees : magistrsko delo.* Maribor, 2021. 1 spletni vir (1 datoteka PDF (60, XIV str.)), ilustr. <http://www.doba.si/diplome/>. [COBISS.SI-ID [84677123](#)]
- VE HAR, Janija. *Oblikovanje trženjske strategije za mobilno aplikacijo, namenjeno medicinskim sestram : magistrsko delo.* Ljubljana, 2021. [4], V, 74 str., ilustr. [COBISS.SI-ID [93511939](#)]
- POMPE, Andrej. *Znamka in znamčenje : sodobno upravljanje znamk.* Ljubljana, 2017. 232 str., ilustr. ISBN 978-961-6347-61-7. [COBISS.SI-ID [291901184](#)]
- RIHTARŠIČ, Tanja, MAKOVEC, Nataša. *Vedenje potrošnikov v digitalni dobi.* Ljubljana, 2020. 172 str., ilustr. ISBN 978-961-6347-73-0. [COBISS.SI-ID [303243520](#)]

Vir bibliografskih zapisov: vzajemna baza podatkov COBISS.SI/COBIB.SI, 1. 7. 2022

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Integrativni projekt

Course title: Integrative project

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	2.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	2nd	/

Vrsta predmeta / Course type

Obvezni / Compulsory

Univerzitetna koda predmeta / University course code:

IP

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija študija	Samost. delo Individ. work	ECTS
18	12	0	0	0	125	6

Nosilec predmeta / Lecturer:

prof. dr. Valentina Prevolnik Rupel

Jeziki /

Predavanja / Lectures:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

Languages:

Vaje / Tutorial:

Slovenski, srbski, angleški, hrvaški / Slovenian, Serbian, English, Croatian

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

Znanje predvideno v učnih načrtih prvostopenjskih bolonjskih programov poslovnih in tehničnih ved.

Prerequisites:

Knowledge provided in the curricula of the first-degree Bologna programs of business and technical sciences.

Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • Razvoj raziskovalne ideje in oblikovanje raziskovalne teme; • Formulacija problema, postavitve relevantnih raziskovalnih vprašanj in hipotez; • Razvoj teoretičnih izhodišč raziskave in študij literature ; • Načrt strokovne naloge - strategija iskanja informacijskih virov in kritičen pregled literature ter raziskav; • Odločanje o raziskovalnem pristopu in izboru raziskovalne strategije; • Uporaba kvantitativnih ali kvalitativnih metod raziskovanja; • Vzorčenje in tehnike zbiranje podatkov; • Metode analize • Priprava dispozicije magistrske naloge • Sinteza celotne strokovne naloge 	<ul style="list-style-type: none"> • Development of a research idea and research topic; • Formulation of the problem, setting relevant research questions and hypotheses; • Development of theoretical starting points for research and literature studies; • Individual thesis plan – search strategy for information sources and critical review of literature and research; • Deciding on the research approach and the choice of research strategy; • Use of quantitative or qualitative research methods; • Sampling and data collection techniques; • Methods of analysis • Preparation of the master's thesis proposal • Synthesis of the entire thesis proposal
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Temeljni literatura in viri / Readings:

<ol style="list-style-type: none"> 1. DOBA Fakulteta (2021). Navodila za pripravo pisnih nalog na dodiplomskem in podiplomskem študiju. Maribor: DOBA Fakulteta. 2. DOBA Fakulteta (2021). Pravilnik o diplomiranju v drugostopenjskih magistrskih študijskih programih, izdaja št. 9. Maribor: DOBA Fakulteta, člani 1 do 8. 3. Prevolnik Rupel, V. (2021). Raziskovalno področje in vprašanja [webinar]. BlackBoard@DOBAFakulteta. 4. Prevolnik Rupel V. (2021). Opisna statistika [webinar]. BlackBoard@DOBAFakulteta. 5. Prevolnik Rupel, V., Slabe Erker, R. (2019). Učbenik – Osnovni statistični pojmi in analiza. 6. Prevolnik Rupel V. (2019). Vzorčenje [webinar]. BlackBoard@DOBAFakulteta. https://www.youtube.com/watch?v=Op5OgiixKWU 7. Prevolnik Rupel V. (2021). Postavljanje hipotez [webinar]. BlackBoard@DOBAFakulteta. 8. Prevolnik Rupel V. (2019). Kvalitativni podatki [webinar]. BlackBoard@DOBAFakulteta. 9. Kordeš M., Smrdu M. (2015). Osnove kvalitativnega raziskovanja. Koper: Univerza na Primorskem. Dostopno na: https://www.hippocampus.si/ISBN/978-961-6963-98-5.pdf 10. Gorjup Hlade, T. (2021) Posnetki – Iskanje gradiva, člankov, kratki videoposnetki, DOBA Fakulteta; Najdete v Medijskem kotičku v Blackboardu https://blackboard.doba.si/ultra/organizations/125391/outline ali v Bazi znanja https://moja.doba.si/cms/categories (gumb Medijski kotiček).

Cilji in kompetence:

Objectives and competences:

Študentje bodo pridobili pri predmetu naslednje splošne in predmetno-specifične kompetence:

- Razvoj kritične presoje;
- Usposobljenost za samostojno empirično raziskovalno delo;
- Zmožnost prepoznavanja in izkoriščanja priložnosti, ki se ponujajo v družbenem in delovnem okolju;
- Razumevanje socialne problematike ter sposobnost za njihovo analizo, sintezo in predvidevanje rešitev in njihovih posledic;
- Sposobnost poglobljanja in uporabo interdisciplinarnih, teoretičnih in praktičnih znanj pri spodbujanju inovativnosti in razvoj kreativnih potencialov posameznika;
- Zmožnost obvladovanja sistematičnega iskanja informacij in virov;
- Razumevanje odnosov med posamezniki, socialnimi organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- Načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v socialnih organizacijah ali družbenem okolju z upoštevanjem različnih dejavnikov;
- Sposobnost izvajanja, koordiniranja in organiziranja raziskav;
- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- Strateška usmerjenost, sposobnost ponujanja rešitev za preprečevanje njihovih negativnih posledic;
- Izvajanje kvantitativne in kvalitativne analize podatkov;
- Zmožnost priprave učinkovite predstavitve rezultatov raziskave;
- Razumevanje pomena in možnosti iskanja in pridobitve virov financiranja raziskave znotraj EU;
- Zavedanje pomena kakovosti in prizadevanje za kakovost strokovnega dela.

Students will acquire the following general and subject-specific competencies in the course:

- Development of critical judgment;
- Competence for independent empirical research work;
- Ability to identify and take advantage of opportunities available in the social and work environment;
- Understanding of social issues and the ability to analyze, synthesize and predict solutions and their consequences;
- Ability to deepen and use interdisciplinary, theoretical and practical knowledge in promoting innovation and developing the creative potential of the individual;
- Ability to master the systematic search for information and resources;
- Understanding the relationships between individuals, social organizations and the social environment, the ability for a complex systemic view and operation;
- Planning and managing change while forming a comprehensive assessment of the situation in social organizations or the social environment, taking into account various factors;
- Ability to conduct, coordinate and organize research;
- Ability to formulate original ideas, concepts and solutions to specific problems;
- Strategic orientation, ability to offer solutions to prevent their negative consequences;
- Performing quantitative and qualitative data analysis;
- Ability to prepare an effective presentation of research results;
- Understanding the importance and possibilities of finding and obtaining sources of research funding within the EU;
- Awareness of the importance of quality and striving for the quality of professional work.

Predvideni študijski rezultati:

Študent/-ka bo:

- Pripravil strokovno nalogo oz. individualno dispozicijo za svoje magistrsko delo;

Intended learning outcomes:

The student will:

- Prepared a professional task or individual proposal for master's thesis;
- Based on the presented complex problem, will be able to formulate a relevant research question;

<ul style="list-style-type: none"> • Na temelju predstavljenega kompleksnega problema znal oblikovati relevantno raziskovalno vprašanje; • V bibliografskih bazah in bazah podatkov znal poiskati ključne koncepte in teorije, s katerimi pripravi okvir raziskave; • Znal izvesti celoten raziskovalni postopek; • Poznal osnovne kvalitativne in kvantitativne strategije raziskovanja ter jih bo znal smiselno uporabiti glede na raziskovalni problem; • Znal ustrezno vzorčiti ter aplicirati izbrano tehniko pridobivanja podatkov; • Iz analize zna izluščiti rešitev teoretičnega problema ali oblikovati predloge za reševanje kompleksnejših empiričnih problemov, • Znal korektno in na zanimiv način predstaviti ugotovitve raziskave; • Znal pripraviti problemska izhodišča za magistrsko nalogo. 	<ul style="list-style-type: none"> • Be able to find key concepts and theories in bibliographic databases in order to prepare the research framework; • Be able to carry out the entire research process; • Know the basic qualitative and quantitative research strategies and will be able to use them sensibly according to the research problem; • Be able to properly sample and apply the selected data acquisition technique; • Know how to extract results to a theoretical problem from the analysis or formulate proposals for solving more complex empirical problems, • Be able to present the research findings correctly and in an interesting way; • Be able to prepare problem starting points for a master's thesis.
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Metode poučevanja in učenja:

<p>Frontalno delo: webinarji z aktivno udeležbo študentov (razlaga, diskusija, reševanje primerov) in predavanja v obliki posnetkov webinarjev</p> <p>Sodelovalno skupinsko delo: reševanje timskih nalog vaje (projektno delo, timsko delo)</p> <p>Individualno delo: individualne aktivnosti (naloge, študij literature in virov, razvojno in raziskovalno delo, refleksija, samoocenjevanje, javni nastop, pisni izdelki)</p> <p>Študij v virtualnem okolju: sodelovalne in individualne aktivnosti (forum, klepetalnica, študij gradiva)</p> <p>Opređeljene metode poučevanja in učenja so pri študiju na daljavo ustrezno podprte s sodobnimi informacijsko-komunikacijskimi orodji in dopolnjene z učinkovitimi pristopi poučevanja in učenja v virtualnem učnem okolju.</p>
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Learning and teaching methods:

<p>Frontal work: webinars with active participation of students (explanation, discussion, case solving) and lectures in the form of webinar recordings</p> <p>Collaborative group work: solving team tasks (project work, team work)</p> <p>Individual work: individual activities (assignments, study of literature and sources, development and research work, reflection, self-assessment, public speaking, written products)</p> <p>Study in a virtual environment: collaborative and individual activities (forum, chat room, study material)</p> <p>The defined teaching and learning methods in distance learning are adequately supported by modern information and communication tools and complemented by effective approaches to teaching and learning in a virtual learning environment.</p>
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Delež (v %) /

Načini ocenjevanja:**Weight (in %)****Assessment:**

<u>Sprotno preverjanje in ocenjevanje znanja</u>		<u>Continuous knowledge assessment</u>
<ul style="list-style-type: none"> • krajši pisni izdelki • daljši pisni izdelki 	40	<ul style="list-style-type: none"> • Short written assignments • longer written assignments
<u>Končno preverjanje in ocenjevanje znanja</u>		<u>Final knowledge assessment</u>
<ul style="list-style-type: none"> • Daljši pisni izdelek • Pisni izpit 	60	<ul style="list-style-type: none"> ▪ Long written casework (essay) ▪ Written exam
	40	

Reference nosilca / Lecturer's references:

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UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Magistrska naloga
Course title:	Master's thesis

Študijski program in stopnja	Študijska smer	Letnik	Semester
Study programme and level	Study field	Academic year	Semester
Podiplomski magistrski študijski program MARKETING IN PRODAJA	/	2.	/
Master programme - 2 nd cycle MARKETING AND SALES	/	2nd	/

Vrsta predmeta / Course type Obvezni/Compulsory

Univerzitetna koda predmeta / University course code: MAG

Predavanja	Seminar	Vaje	Klinične vaje	Druge oblike študija	Samost. delo	ECTS
Lectures	Seminar	Tutorial	work	študija	Individ. work	
0	0	0	0	0	600	24

Nosilec predmeta / Lecturer: Mentorji pri posameznih predmetih/Lecturers

Jeziki / Languages:	Predavanja / Lectures:	Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian
	Vaje / Tutorial:	Slovenski, angleški, hrvaški, srbski/Slovene, English, Croatian, Serbian

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

Prerequisites:

Opravljene vse ostale študijske obveznosti po programu. Študent lahko v skladu s Pravilnikom o diplomiranju v drugostopenjskih magistrskih študijskih programih prijavi temo magistrske naloge kljub določenim manjkajočim študijskim obveznostim, ki pa jih mora zaključiti pred zagovorom magistrske naloge.

Completed all other academic requirements. When the master's thesis is applied, according to the Rules of the completion of the master's study programme, it is permitted that some academic requirements are missing, but the student must complete them before the final presentation of the master's thesis.

Vsebina:

- Izbor teme raziskovanja;
- Formulacija problema, postavitev relevantnih raziskovalnih vprašanj in hipotez;
- Odločanje o raziskovalnem pristopu in izboru raziskovalne strategije;
- Priprava dispozicije magistrske naloge:
 - Opredelitev problema raziskave in teoretičnih izhodišč,
 - Opredelitev pristopa k zastavljeni problematiki raziskovanja,
 - Opredelitev metod in tehnik raziskovanja za doseganje ciljev naloge,
 - Opredelitev členjenosti vsebine,
 - Opredelitev literature in virov;
- Prijava teme in mentorja magistrske naloge;
- Vzorčenje in zbiranje podatkov;
- Študij literature in virov;
- Izdelava magistrske naloge;
- Priprava predstavitve magistrske naloge in zagovor.

Content (Syllabus outline):

- Choosing a research topic;
- Identification of the research problem, development of hypotheses and research questions;
- Deciding on a research approach and selecting a research strategy;
- Preparation of the disposition of the master's thesis:
 - Definition of the research problem and theoretical frameworks,
 - Defining the approach to the research problem,
 - Defining of the research methods to achieve the objectives of the master's thesis,
 - Defining of the content structure,
 - Identification of references (literature);
- Formal application of the master's thesis and mentor;
- Sampling and data collection;
- Writing down the master's thesis;
- Preparation of the presentation of the master's thesis and its public presentation.

Temeljna literatura in viri / Readings:

- Obvezna literatura metodoloških predmetov: Raziskave trga in Integrativni projekt
- Izbor glede na temo in vsebino magistrske naloge/Selected study literature according to the master's thesis theme
- Izbor glede na temo in vsebino magistrske naloge/Selected study literature according to the master's thesis theme

Cilji in kompetence:

Študenti bodo pridobili naslednje splošne in predmetno-specifične kompetence:

- Sposobnost prepoznavanja konkretnih problemov na področju programa;
- Reševanje konkretne problematike s pomočjo usvojenega teoretičnega znanja;
- Oblikovanje izvornih idej, konceptov in rešitev določenih problemov;
- Samostojnost in usmerjenost v reševanje problemov;
- Razvoj kritične presoje;
- Uporaba znanstvenih metod pri raziskovanju;
- Obvladovanje sistematičnega iskanja informacij in virov;
- Analiza in sinteza informacij;
- Zmožnost partnerskega dela;
- Povezovanje različnih znanj ter pomena uporabe strokovne literature;
- Samostojno učenje;
- Uporabo informacijske tehnologije.

Objectives and competences:

Students will acquire the following general and subject-specific competencies:

- Ability to identify specific problems in the field of study programme;
- Solving specific problems through the use of theoretical knowledge;
- Formulating original ideas, concepts and solutions to particular problems;
- Autonomy and problem-solving orientation;
- Developing critical judgment;
- Scientific methods usage in research;
- Systematic search for information and resources;
- Analysis and synthesis of information;
- Ability to work in partnership;
- Integrating different knowledge and the importance of using professional literature;
- Independent learning;
- Use of information technology.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študentje bodo:

- izvedli raziskavo na izbrano temo v obliki magistrske naloge;
- oblikovali relevantno raziskovalno vprašanje na temelju predstavljenega kompleksnega problema;

Intended learning outcomes:

Knowledge and understanding:

Student will :

- conduct a research on a selected topic in the form of a master's thesis;
- formulate a relevant research question based on the presented complex problem;

- izluščili rešitev teoretičnega problema in oblikoval predloge za reševanje kompleksnejših empiričnih problemov;
- izbrali ključne koncepte in teorije v bibliografskih bazah in pripravil okvir raziskave;
- izvedli celoten raziskovalni postopek na podlagi kvalitativnih in kvantitativnih metod raziskovanja;
- ustrezno vzorčili ter aplicirali izbrano metodo pridobivanja podatkov;
- povezali pridobljeno znanje z različnih vsebinskih področij programa;
- izpeljali jasno in zanimivo predstavitev ugotovitev raziskave.

- single out a solution to a theoretical problem and formulate proposals for solving complex empirical problems;
- select key concepts and theories in bibliographic databases and prepare a research framework;
- conduct the entire research process on the basis of qualitative and quantitative research methods;
- appropriately sample and apply the selected data acquisition method;
- integrate acquired knowledge from different content areas of the program;
- made a clear and interesting presentation of the research findings.

Metode poučevanja in učenja:

Individualno delo: individualne aktivnosti (študij literature in virov, razvojno in raziskovalno delo, refleksija)

Delov parih oz. skupini: delo z mentorjem in ostalimi posamezniki, vključenimi v raziskovalne aktivnosti

Learning and teaching methods:

Individual work: students' individual activities (literature and resources studies, research and development work, reflection)

Pair/group work: consultations with a mentor and other individuals involved in research activities

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Daljši pisni izdelek	80 %	Longer written casework
Javni nastop s predstavitvijo rezultatov	20 %	Presentation

Reference nosilca / Lecturer's references:

Reference mentorja magistrske naloge so razvidne iz Cobissa./ The mentor's references of the master's thesis are evident from Cobiss.