

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Spletno komuniciranje in odnosi z javnostmi
Course title: Web Communications and Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, visokošolski strokovni in univerzitetni študijski program prve stopnje	-	Drugi ali tretji	Četrta ali šesta
Informatics in Contemporary Society, first cycle Professional Study Programme and Academic Study programme	-	Second or third	Fourth or sixth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

1-ISD-VS,UN-IP-SKOZJ-2019-05-13

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer:

Jeziki /

Languages:

Predavanja /

Lectures:

Vaje / Tutorial:

Slovenski, angleški / Slovene, English

Slovenski, angleški / Slovene, English

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

Pogoj za vključitev v delo je vpis v 2. oz. 3. letnik študija.
Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

Condition for participation is enrollment into 2nd or 3rd year of study.
Prior to the exam, the student has to prepare and defend seminar work.

Vsebina:

- Uvod: predstavitev predmeta, njegovih ciljev in kompetenc, predstavitev literature in dodatnih virov za študij ter principa samostojnega iskanja virov.
- Sodobne teorije komuniciranja.
- Zgodovinski in družbeni pregled razvoja interneta: tehnološki razvoj medija in njegova umestitev v družbeni kontekst.
- Ključne lastnosti spleta: spoznavanje lastnosti interaktivnosti; vmesniki,

Content (Syllabus outline):

- Introduction: the course, its objectives and competencies, presentation of literature and additional resources for the study and the principle of individual sources research.
- Modern theories of communication.
- Historical and Social Survey of Internet development: technological development of the media and its placement in a social context.

<p>programska orodja, spletne platforme.</p> <ul style="list-style-type: none"> • Osnove integriranega tržnega komuniciranja: osnovni pojmi trženja in odnosov z javnostmi; modeli načrtovanja tržnega komuniciranja. • Psihologija trženja: spoznavanje psiholoških teorij ter struktur za analizo potrošnika in načrtovanje trženja; spoznavanje faz nakupnega procesa. • Posebnosti spletnega integriranega tržnega komuniciranja: predstavitev koncepta integriranega on-line in off-line komuniciranja, s poudarkom na njihovem načrtovanju in analizi. • Pomen spletnih iskalnikov: mesto spletnih iskalnikov v sodobnem spletnem komuniciranju. • Družbeni e-mediji: družbeni kontekst družbenih e-medijev ter njihovo mesto v vsakdanjem življenju; posebnosti poslovnega komuniciranja preko družbenih medijev. • Spletno oglaševanje: klasifikacija in poslovni modeli spletnega oglaševanja; kontekstualno oglaševanje. • Odnosi z javnostmi na spletu in preko mobilnih platform: pregled posebnosti odnosov z javnostmi preko e-medijev in mobilnih platform. 	<ul style="list-style-type: none"> • Key features of the internet: learning about the characteristics of interactivity, interfaces, software tools, web-based platforms. • Basics of integrated marketing communication: basic concepts of marketing and public relations, marketing communication planning models. • Marketing Psychology: understanding the psychological theories and structures for the analysis of consumer and marketing planning, familiarization with phase purchase process. • Specialties of online integrated marketing communication: presentation of the concept of integrated on-line and off-line communication, focusing on their design and analysis. • The importance of search engines: web site search engines in the modern online communication. • Social Media: The social context of social media and their place in everyday life; specifics of business communication through social media. • Online advertising: business models and the classification of online advertising, contextual advertising. • Public relations online and on mobile platforms: a review of specifics of public relations through e-media and mobile platforms.
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Temeljni literatura in viri / Readings:

<ul style="list-style-type: none"> • Ule, Mirjana in Kline, Miro (1996): Psihologija tržnega komuniciranja. Ljubljana (FDV). • CAYWOOD, CLARKE L. (ur.) (2011) <i>The Handbook of Strategic Public Relations & Integrated Marketing Communications 2/E</i>. Boston: McGraw-Hill. • GRONSTEDT, ANDERS (2000) <i>The Customer Century: Lessons from World Class Companies in Integrated Communications</i>. New York: Routledge. • KAUSHIK, AVINASH (2009) <i>Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity</i>. Indianapolis: Wiley.
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Cilji in kompetence:

<p><i>Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • sposobnost fleksibilne in aplikativne uporabe teoretičnega znanja • poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in

Objectives and competences:

<p><i>The instructional unit contributes to the development of the following general and subject-specific competences:</i></p> <ul style="list-style-type: none"> • ability to flexibly apply knowledge in practice • knowledge and understanding of interactions between ICT and the modern society
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- sodobno družbo
- poznavanje in razumevanje širokega nabora aplikacij informacijsko komunikacijske tehnologije v sodobni družbi
- razvoj in uporaba informacijsko komunikacijske tehnologije, sposobnosti in spretnosti v lokalnem in mednarodnem okolju;
- organizacijske in vodstvene spretnosti ter uporaba v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov za obvladovanje profesionalno-etičnih vprašanj
- načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v organizaciji ali družbenem okolju z upoštevanjem različnih dejavnikov

- knowledge and understanding of a wide range of applications of information communication technology in the modern society
- development and the use of ICT, abilities and skills in local and international environment
- managerial and leadership skills and their use in institutions, while understanding individual values and group value systems for the management of professional – ethical questions
- planning and management of changes in the formation of a comprehensive evaluation of state in an institution or social environment with the consideration of various factors

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- razume različne poglede na komuniciranje in analizira vlogo in pomen komuniciranja v poslovnem modelu
- ima sposobnost spoznavanja in uporabe aktualnih tehnoloških konceptov in praks ključnih informacijsko komunikacijskih tehnologij
- razume osnovne trženjske pristope in jih zna aplicirati pri izvedbi enostavnih poslovnih projektov
- pri načrtovanju spletnih aplikacij, produktov ali projektov zna uporabiti koncepte psihologije potrošnika ter ustrezno usmerjati razvoj
- pozna sodobne oblike spletnega oglaševanja in trženja ter njihove posebnosti ter je sposoben voditi najenostavnejše oblike odnosov z javnostmi na spletu

Intended learning outcomes:

Knowledge and understanding:

The Student:

- understands various views on communication and can analysis role and meaning of communication in business environment
- has capability of understanding and usage of contemporary technological concepts and practical use of key information and communication technologies
- understands basic marketing approaches and is able to apply them in execution of simple business projects
- is able to use consumer psychology concepts in planning web applications, products or projects and can guide development accordingly
- is acquainted with contemporary models of web advertising and marketing and its specialties and is able to develop basic forms of public relations on the web

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- *seminarske vaje* (predelava opisanih konceptov s praktičnim prikazom, povezava z lastnimi izkušnjami in njihovo osmišljanje, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija)

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples problem solving)
- *seminars* (reflexion about experiences, project work, team work, method of critical thinking, discussion)

Delež (v %) /

Weight (in %)

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • seminarska naloga na vajah • pisni izpit 	<p>35</p> <p>65</p>	<ul style="list-style-type: none"> • tutorial work • written exam