

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Marketinška komunikacija
Course title: Marketing Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Podatkovne znanosti, magistrski študijski program druge stopnje	-	Prvi	Drugi
The second cycle masters study programme Data Sciences	-	First	Second

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

2-PZ-MAG-IP-MK-2020-06-30

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	30	-	-	90	5

Nosilec predmeta / Lecturer: izr. prof. dr. Andrej Kovačič

Jeziki / Languages:

Predavanja / Lectures: Slovenski, angleški / Slovene, English
Vaje / Tutorial: Slovenski, angleški / Slovene, English

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

Ni posebnih pogojev za vključitev v delo.

Prerequisites:

There are no special prerequisites for the inclusion in work.

Vsebina:

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

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

Content (Syllabus outline):

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

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

- Odnosi z javnostmi

Temeljni literatura in viri / Readings:

- Kovačič, Andrej (2014). The ACTION model for measuring influence in advertising. Innovative issues and approaches in social sciences, vol. 7, no. 3, str. 90-103.
- Kovačič, Andrej (2019). ACTION model and techniques in modern marketing communication, učno gradivo.
- Kovačič, Andrej: Prosojnice iz predavanj pri predmetu Marketinška komunikacija. Moodle, FIŠ.

Dodatna literatura

- Gackenbach, Jayne ed. (2007). Psychology and the Internet - Intrapersonal, Interpersonal, and Transpersonal Implications. Academic press.
- MacQuail, D. (2005). Theory of Mass Communication. Sage. London.
- Pasquier, Martial ,Villeneuve, Jean-Patrick (2017). Marketing Management and Communications in the Public Sector, Routledge; 2nd edition.
- Rossiter, John R et. al. (2018). Marketing Communications: Objectives, Strategy, Tactics, SAGE Publications Ltd; 1st edition.

Cilji in kompetence:

Splošne kompetence:

- Sposobnost skrbeti za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.
- Sposobnost fleksibilne uporabe znanja v praksi.
- Usposobljenost za skupinsko delo v vseh fazah analize podatkov.

Predmetno-specifične kompetence:

- Sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov;
- Strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja;
- Poznavanje področja marketinga in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb;

Objectives and competences:

General competences:

- The ability to manage quality of professional work through autonomy, initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.
- The ability of flexible usage of knowledge in practice.
- The ability for team work in all stages of data analysis.

Subject-specific competences:

- Ability to formulate original ideas, concepts and solutions of certain problems;
- Strategic orientation, i.e. the ability to anticipate future events, ability to provide solutions to remedy the situation;
- Knowledge of the field of marketing and understanding the media phenomena and their relationship to the structure and development of the societies;

- Sposobnost kompleksne analize marketinških tehnik;
- Sposobnost medijskega komuniciranja v različnih kulturnih okoljih;
- Sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne medijske kanale

- Ability of complex analysis of marketing techniques;
- Ability of media communication in different cultural environments;
- Ability of self-expression and presentation of own views and ideas through different media channels.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- V povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij medijev in marketinga;
- Pozna in uporablja osnovne metode in tehnike marketinga;
- Izvede študijo primera in primerjalno študijo primera;
- Zna uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij medijskega marketinga;
- Zavzame stališče do ključnih etičnih vprašanj v raziskovalnem procesu in kritično vrednoti konkreten primer;
- Reflektira in kritično ovrednoti primernost določenega pristopa za rešitev konkretnega problema.

Intended learning outcomes:

Knowledge and understanding:

Student:

- In relation to other courses know and understand notions and concepts from the fields of media and marketing;
- Know and apply the basic methods and techniques of marketing;
- Carry out a case study and comparative case study;
- Are able to use their theoretical and methodological knowledge for practical problem solving to tackle concrete problems in the field of media marketing;
- Take a position on key ethical issues in the research process and the critical value of a concrete example;
- Reflect on and critically evaluate the suitability of a particular approach to solve a specific problem.

Metode poučevanja in učenja:

- Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- Seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija, samoocenjevanje);

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- Individual and group consultations (discussion, further explanation, dealing with specific issues);
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);

Načini ocenjevanja:

Delež (v %) /

Weight (in %)

Assessment:

Način:	Delež (v %) / Weight (in %)	Assessment:
<ul style="list-style-type: none"> • ustni izpit • aktivno sodelovanje na vajah in poročila eksperimentalnih vaj ter predstavitev naloge 	<p style="text-align: center;">50 %</p> <p style="text-align: center;">50 %</p>	Type: <ul style="list-style-type: none"> • oral examination • active participation, reports on work and the paper presentation

Reference nosilca / Lecturer's references:

<ul style="list-style-type: none"> • KOVAČIČ, Andrej. The ACTION model for measuring influence in advertising. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, 2014, vol. 7, no. 3, str. 90-103. http://www.iias.com/pdf/IASS-2014-no3-art05.pdf. • KOVAČIČ, Andrej. Metodologija merjenja učinkov oglaševanja na primeru 2D in 3D plakatnega oglaševanja. 1. izd. Ljubljana: Vega, 2014. 135 str., ilustr. ISBN 978-961-93392-2-0. • KOVAČIČ, Andrej. Using the method of observation in testing media advertising. <i>Research in social change</i>, ISSN 1855-4202, may 2013, no. 5, iss. 2, str. 5-22. • KOVAČIČ, Andrej, PODGORNIK, Nevenka. Testing CASC scale for measuring emotional and rational advertising and media effects. <i>Innovative issues and approaches in social sciences</i>, ISSN 1855-0541, 2013, vol. 6, no. 2, str. 82-97, http://www.iias.com/pdf/IASS-volume6-number2-article6.pdf. • KOVAČIČ, Andrej. How to measure the effects of advertising communication : a research methodology overview. <i>Research in social change</i>, ISSN 1855-4202, may 2012, no. 4, iss. 2, str. 85-113. • KOVAČIČ, Andrej. Zunanje oglaševanje - enostranska komunikacija in njene posledice. <i>Raziskave in razprave</i>, ISSN 1855-6280, 2011, letn. 4, št. 2, str. 45-74, • KOVAČIČ, Andrej, PODGORNIK, Nevenka, PRISTOV, Zorica, RASPOR, Andrej. Mobbing in a non-profit organisation. <i>Organizacija : revija za management, informatiko in kadre</i>, ISSN 1318-5454. maj 2017, vol. 50, no. 2, str. 178-187.
