

	UČNI NAČRT PREDMETA/COURSE SYLLABUS
Predmet:	Marketing menedžment
Course title	Marketing Management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovna ekonomija 2	Poslovna ekonomija	1.	1.
Business Economics 2	Business Economics	1 st	1 st

Vrsta predmeta/Course type obvezni/obligatory

Univerzitetna koda predmeta/University course code

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
24		16				7

Nosilec predmeta/Lecturer: doc. dr. Malči Grivec

Jezik/ Predavanja/Lectures: slovenski/Slovenian
Languages: Vaje/Tutorial: slovenski/Slovenian

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

<ul style="list-style-type: none"> • Pogoj za vključitev v delo je vpis v prvi letnik študijskega programa. • Študent mora pred izpitom pripraviti in predstaviti raziskovalno nalogo. 	<ul style="list-style-type: none"> • The condition for inclusion is entry in the first year of study. • Student has to prepare, present and defend a research paper before the exam.
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Vsebina:

Content (Syllabus outline):

<ul style="list-style-type: none"> • <i>Trženjsko okolje na začetku 21. stoletja:</i> Nova ekonomija in trženje, elektronsko trženje, spremembe v vedenju kupcev. • <i>Marketing menedžment:</i> strateško trženjsko načrtovanje, razvijanje trženjskih strategij za posamezne tržne segmente, strategije pozicioniranja ponudbe. • <i>Strategije trženjskega spleta:</i> strategije razvoja izdelkov, storitev in blagovnih znamk; strategije cenovnih odločitev; tržno komuniciranje – orodja in postopki; menedžment tržnega komuniciranja – strategije, načrtovanje in izvajanje; menedžment tržnih poti. • <i>Marketing na podlagi odnosov s kupci:</i> storitve in nepridobitno trženje, medorganizacijsko trženje, trženje na podlagi kakovosti in zadovoljitve 	<ul style="list-style-type: none"> • <i>Marketing environment at the beginning of the 21st century:</i> New economy and marketing, electronic marketing, changes in customer behaviour. • <i>Marketing management:</i> strategic marketing planning, development of marketing strategies for individual market segments, positioning strategies. • <i>Marketing mix strategies:</i> strategies of the development of products, services and brands; pricing decisions strategies; marketing communication - tools and procedures; marketing communication management - strategies, planning and implementation; management of marketing channels. • <i>Marketing based on customer relationships:</i> services and non-profit marketing, interorganizational marketing,
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<p>kupcev.</p> <ul style="list-style-type: none"> • <i>Sodobni trženjski pristopi:</i> nove tehnologije in trženje, postmoderno trženje, etika trženja. 	<p>marketing based on quality and customer satisfaction.</p> <ul style="list-style-type: none"> • <i>Modern marketing approaches:</i> new technologies and marketing, postmodern marketing, marketing ethics.
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Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> • Baines, P. et al. (2008). Marketing. Oxford: University Press. • Burnett, J. (2002). Core Concepts in Marketing. London: John Wiley and Sons. • Fill, C. (2002). Marketing Communications: Contexts, Strategies and Applications. Harlow: Prentice Hall. • Kotler, P. (2004). Management trženja. Posušje; Ljubljana: Mate; GV Založba. • Palmer, A. (2005). Principles of Services Marketing. Maidenhead: McGraw Hill. • Piercy, N. (2002). Market-Lead Strategic Change: Transforming the Process of Going to Market. Oxford: Butterworth-Heinemann.

Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> • poznavanje in razumevanje procesov v poslovnem okolju ter usposobljenost za njihovo analizo, sintezo in predvidevanje rešitev oz. posledic; • sposobnost kreativne uporabe trženjskega znanja v poslovnem okolju; • upoštevanje medkulturnih razlik pri doseganju sinergijskih trženjskih učinkov v podjetju in njegovem okolju; • etična refleksija in zavezanost poslovni morali in etiki; • proaktiven odnos do vseh udeleženih (dobaviteljev, kupcev, zaposlenih, institucij družbene skupnosti); • celostno poznavanje položaja marketinga v mikroekonomiji in makroekonomiji ter njegova interdisciplinarna uporaba; • usposobljenost za strateško vodenje po sodobnih organizacijskih načelih; • sposobnost za taktično načrtovanje, vodenje in kontrolo izvajanja trženjskih aktivnosti podjetja in odgovornost za sprejete odločitve; • sposobnost sprotne prenosa novega znanja in informacij iz teorije v prakso. 	<h3>Objectives and competences:</h3> <p><i>The learning unit mainly contributes to the development of the following general and specific competences:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of processes in the business environment and the ability to analyze, synthesize and anticipate solutions and their consequences; • the ability to creatively use marketing knowledge in the business environment; • considering intercultural differences in achieving synergistic marketing effects in the company and its environment; • ethical reflection and commitment to business morality and ethics; • proactive attitude towards all stakeholders (suppliers, customers, employees, social community institutions); • comprehensive knowledge of the position of marketing in microeconomics and macroeconomics, and its interdisciplinary application; • competence for strategic management according to modern organizational principles; • the ability to tactically plan, manage and control the implementation of the company's marketing activities and responsibility for the decisions made; • the ability to instantly transfer new knowledge and information from theory into practice.
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Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/Študentka:

- nadgradi temeljna znanja trženja, pojasni temeljni kontekst trženja in njegov pomen v podjetju in družbi;
- identificira in pojasnjuje tri temeljna področja trženjskega okolja podjetja in razume pomen njihove analize;
- razume vedenjske značilnosti kupcev in njihove nakupne odločitve, zlasti vplive referenčnih skupin;
- razume pomen raziskave trga za odločanje in posledic le-tega;
- obvlada metode strateškega trženjskega načrtovanja, oblikovanja trženjskih strategij in vpliv konkurentov na taktično izvedbo strategij;
- pozna koncepte segmentiranja trga in pozicioniranja ponudbe ter možnosti in nevarnosti vstopa na nove trge;
- razume vodenje izdelka ali storitve skozi življenjski cikel in potrebne strategije za uspešno implementacijo;
- se zna prilagoditi cenovnim strategijam in cenovnim vojnem na trgu in izbrati ustrezno cenovno politiko za posamezne tržne situacije;
- pozna metode in postopke tržnega komuniciranja in pomen komunikacijskega spleta;
- obvlada dejavnike, ki vplivajo na oblikovanje, strukturo in strategijo tržnih poti;
- razume uporabo elektronskih tehnologij za uspešno doseganje tržnih ciljev in pojmovanje postmoderne marketinga in težav pri uvajanju socialno odgovornega trženja.

Intended learning outcomes:

Knowledge and understanding:

Students:

- upgrade the basic marketing knowledge, explain the basic context of marketing and its importance in the company and society;
- identify and clarify the three core areas of the company's marketing environment and understand the importance of their analysis;
- understand the behavioural characteristics of buyers and their buying decisions, in particular the impact of the reference groups;
- understand the importance of market research for decision-making and its implications;
- master the methods of strategic marketing planning, the development of marketing strategies and the influence of competitors on the tactical implementation of strategies;
- know the concepts of segmenting the market and positioning the offer, and the pros and cons of entering new markets;
- understand the management of products or services throughout the lifecycle and the necessary strategies for successful implementation;
- can adapt to pricing strategies and pricing wars on the market and are able to choose the right pricing policy for individual market situations;
- know the methods and procedures of market communication and the importance of the communication mix;
- master the factors that influence the design, structure and strategy of marketing channels;
- understand the use of electronic technologies for a successful achievement of marketing goals and the concept of postmodern marketing with the difficulties in introducing a socially responsible marketing.

Metode poučevanja in učenja:

- *predavanja:* aktivna udeležba študentov (razlaga, vprašanja, diskusija, možne rešitve);
- *vaje v povezavi s prakso:* povezava s prakso (projektno, timsko in individualno delo, diskusije, nastopi pred skupino).

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, possible solutions);
- *tutorial in connection with practice* (project, team and individual work, discussions, presentations in front of the

		group).
		Delež (v %)
Načini ocenjevanja:	Weight (v %)	Assessment:
Način (pisni izpit, ustno spraševanje, naloge, projekt): <ul style="list-style-type: none"> • izpit • priprava, predstavitev in zagovor raziskovalne naloge 	60 40	Types (written examination, oral examination, coursework, project): <ul style="list-style-type: none"> • exam, • preparation, presentation and defense of a research paper