

	<b>UČNI NAČRT PREDMETA/COURSE SYLLABUS</b>
<b>Predmet:</b>	<b>Razvojno trženje izdelkov in storitev</b>
<b>Course title</b>	<b>Developmental Marketing of Products and Services</b>

<b>Študijski program in stopnja</b> <b>Study programme and level</b>	<b>Študijska smer</b> <b>Study field</b>	<b>Letnik</b> <b>Academic year</b>	<b>Semester</b> <b>Semester</b>
Poslovna ekonomija 2	Poslovna ekonomija	2.	3.
Business Economics 2	Business Economics	2 <sup>nd</sup>	3 <sup>rd</sup>

**Vrsta predmeta/Course type** modularni/module

**Univerzitetna koda predmeta/University course code**  

<b>Predavanja</b> <b>Lectures</b>	<b>Seminar</b> <b>Seminar</b>	<b>Sem. vaje</b> <b>Tutorial</b>	<b>Lab. vaje</b> <b>Laboratory work</b>	<b>Teren. vaje</b> <b>Field work</b>	<b>Samost. delo</b> <b>Individ. work</b>	<b>ECTS</b>
24		16				8

**Nosilec predmeta/Lecturer:** Izr. prof. dr. Nevenka Maher

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

**Content (Syllabus outline):**

<ul style="list-style-type: none"> <li>• <i>Nove tehnologije in trženje:</i> umestitev razvojnega trženja izdelkov in storitev v okolje internacionalizacije in globalizacije.</li> <li>• <i>Elektronsko trženje:</i> interaktivno, spletno trženje, značilnosti novih tehnologij in njihov vpliv na razvojno trženje.</li> <li>• <i>Kvantitativne in kvalitativne metode:</i> razvojno trženje na podlagi rezultatov raziskovanja novih trgov.</li> <li>• <i>Trženjski splet za razvojno trženje:</i> trženjski splet za izdelke (4P) in trženjski splet za storitve (8P), razlike med trženjem izdelkov in storitev, razvoj in trženje intelektualnega kapitala.</li> <li>• <i>Koncept postmoderne trženja:</i> temeljna vprašanja – socialno in zasebno, želje in zadovoljitev, racionalnost in</li> </ul>	<ul style="list-style-type: none"> <li>• <i>New technologies and marketing:</i> the placement of developmental marketing of products and services into the environment of internationalization and globalization.</li> <li>• <i>Electronic marketing:</i> interactive, online marketing, features of new technologies and their impact on developmental marketing.</li> <li>• <i>Quantitative and qualitative methods:</i> developmental marketing based on the new market research results.</li> <li>• <i>Marketing mix for developmental marketing:</i> marketing mix for products (4P) and marketing mix for services (8P), differences between product and service marketing, the development and marketing of the intellectual capital.</li> </ul>
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<p>iracionalnost, kreativnost in ovire.</p> <ul style="list-style-type: none"> <li>• <i>Obvladovanje odnosov s kupci</i>: izzivi in problemi odnosov s kupci, razvijanje odnosov s kupci in možne strategije.</li> <li>• <i>Financiranje in investiranje razvojnega trženja</i>: od zamisli do projekta in njegove izvedbe v povezavi s prostim pretokom blaga, storitev in kapitala.</li> </ul>	<ul style="list-style-type: none"> <li>• <i>The concept of postmodern marketing</i>: fundamental issues - social and private, desires and satisfaction, rationality and irrationality, creativity and barriers.</li> <li>• <i>Managing customer relations</i>: challenges and problems of customer relations, developing customer relations and possible strategies.</li> <li>• <i>Financing and investment of developmental marketing</i>: from the idea to project and its implementation in connection with the free movement of goods, services and capital.</li> </ul>
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### Temeljna literatura in viri/Readings:

<ul style="list-style-type: none"> <li>• Brown, S. (1995). <i>Postmodern Marketing</i>. London: Routledge.</li> <li>• Daniels, J. in Holms, C. (2005). <i>Responsible Marketing to Children</i>. London: Business in the Community.</li> <li>• Mc Donald, M. in Payne, A. (2005). <i>Marketing Planning for Services</i>. Oxford: Elsevier.</li> <li>• Peterson, R. A. (1997). <i>Electronics Marketing and the Costumer</i>. Berkely: Sage.</li> </ul>
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### Cilji in kompetence:

<p><i>Učna enota prispeva predvsem k razvoju naslednjih splošnih in specifičnih kompetenc:</i></p> <ul style="list-style-type: none"> <li>• poglobljeno znanje o razvoju izdelkov in storitev in razumevanje procesov v okolju, sposobnost za njihovo analizo, sintezo in predvidevanje rešitev z možnimi posledicami;</li> <li>• obvladovanje kvantitativnih in kvalitativnih metod tržnega raziskovanja za razvojno trženje izdelkov in storitev;</li> <li>• sposobnost kreativnega mišljenja in uporabe znanja pri razvijanju novih trgov;</li> <li>• uveljavljanje komunikacijskih sposobnosti, ki so nujne za razvojno trženje;</li> <li>• sposobnost prevzemanja novih informacij v kontekst razvojnega trženja izdelkov in storitev;</li> <li>• sposobnost komuniciranja v mednarodnem okolju in prevzemanja najnovejših spoznanj na področju razvojnega trženja;</li> <li>• celovito kritično sprejemanje veščin in spretnosti razvojnega trženja v interdisciplinarnem odnosu z drugimi vedami, zlasti podjetništvom.</li> </ul>
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### Objectives and competences:

<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"> <li>• in-depth knowledge of the development of products and services and understanding processes in the environment, the ability for its analysis, synthesis and anticipation of solutions with possible consequences;</li> <li>• managing quantitative and qualitative methods of market research for the developmental marketing of products and services;</li> <li>• the ability of creative thinking and the use of knowledge in developing new markets;</li> <li>• asserting communication skills necessary for developmental marketing;</li> <li>• the ability to put new information into the context of developmental marketing of products and services;</li> <li>• the ability to communicate in the international environment and to take on the latest findings in the field of developmental marketing;</li> <li>• comprehensive critical acceptance of skills and competences of developmental marketing in an interdisciplinary relationship with other disciplines, especially with entrepreneurship.</li> </ul>
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**Predvideni študijski rezultati:**

<p>Znanje in razumevanje:</p> <p><i>Študent/Študentka:</i></p> <ul style="list-style-type: none"> <li>• pozna sodobne tehnologije, zlasti digitalne, za razvojno trženje;</li> <li>• razume metode kvantitativnega in kvalitativnega raziskovanja za potrebe razvojnega trženja;</li> <li>• zna uporabljati trženjski splet izdelkov in trženjski splet storitev za oblikovanje projektov razvojnega trženja;</li> <li>• zna analizirati učinkovitost in ekonomičnost financiranja v razvojno trženje;</li> <li>• zna najti odzive na izzive postmoderne trženja;</li> <li>• pozna soodvisnost in razmerja v procesu poslovanja in razvoja ter preoblikovanja statičnih v dinamične kategorije gospodarjenja.</li> </ul>	<p><b>Intended learning outcomes:</b></p> <p>Knowledge and understanding:</p> <p><i>Students:</i></p> <ul style="list-style-type: none"> <li>• know the modern technologies, in particular digital, for developmental marketing;</li> <li>• understand the methods of quantitative and qualitative research for developmental marketing purposes;</li> <li>• can use the marketing mix of products and marketing mix of services for designing developmental marketing projects;</li> <li>• can analyze the efficiency and cost-effectiveness of financing in developmental marketing;</li> <li>• can find responses to the challenges of post-modern marketing;</li> <li>• know the interdependence and relationships in the process of business and development, as well as the transformation of static into dynamic management categories.</li> </ul>
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**Metode poučevanja in učenja:**

<ul style="list-style-type: none"> <li>• <i>predavanja:</i> aktivna udeležba študentov (razlaga, vprašanja, diskusija, možne rešitve);</li> <li>• <i>vaje:</i> povezava s prakso (raziskovalno, projektno, timsko in individualno delo, diskusije, nastopi pred skupino).</li> </ul>	<p><b>Learning and teaching methods:</b></p> <ul style="list-style-type: none"> <li>• <i>lectures:</i> active student participation explanation, questions, discussion, possible solutions);</li> <li>• <i>tutorial:</i> connection with practice (research, project, team and individual work, discussions, presentations in front of a group).</li> </ul>
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**Načini ocenjevanja:**

	Delež (v %)	<b>Assessment:</b>
Način (pisni izpit, ustno spraševanje, naloge, projekt):	Weight (v %)	
<ul style="list-style-type: none"> <li>• 100 % udeležba na predavanjih in vajah ter priprava, predstavitev in zagovor raziskovalne naloge</li> <li>• če študent ni 100 % udeležen na predavanjih in vajah:</li> </ul>	100	<p>Types (written examination, oral examination, coursework, project):</p> <ul style="list-style-type: none"> <li>• 100 % attendance of lectures and tutorial including preparation, presentation and defense of a research paper,</li> </ul>
<ul style="list-style-type: none"> <li>- izpit</li> <li>- priprava, predstavitev in zagovor raziskovalne naloge</li> </ul>	60 40	<ul style="list-style-type: none"> <li>• If the student has not fully attended lectures and tutorial (100%):</li> <li>- exam,</li> <li>- preparation, presentation and defense of a research paper.</li> </ul>