UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Digitalna marketinška komunikacija
Course title:	Digital Marketing Communication

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, magistrski študijski program druge stopnje	-	Prvi	Prvi
Informatics in contemporary society, The second cycle masters study programme	-	First	First

Vrsta predmeta / Course type	Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:	1-ISD-MAG-DMK-2024-02-05

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	30	-	-	120	6

Nosilec predmeta / Lecturer:	Prof. dr. Mateja Rek

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

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisits:
Ni posebnih pogojev za vključitev v delo.	There are no special prerequisites for the inclusion in work.

Vsebina:	Content (Syllabus outline):
Predmet obravnava digitalno marketinško komunikacijo v širokem organizacijskem in družbenem kontekstu, s poudarkom na uporabi digitalni orodij komuniciranja in razumevanju učinkov. Izpostavljamo naslednje vsebine: • pomen vseživljenjskega osvajanja dobrih veščin digitalnega komuniciranja • učinki digitalne marketinške komunikacije	The course deals with digital marketing communication in a broad organizational and social context, with an emphasis on the use of digital marketing communication tools and understanding the effects. We highlight the following contents: • the importance of lifelong learning in acquisition of digital communication skills • effects of digital marketing communication

- proces in logika digitalne marketinške komunikacije - orodja digitalne marketinške komunikacije - odločanje na podlagi podatkov, tržne raziskave - razumevanje vedenja potrošnikov/uporabnikov - pojavne oblike digitalne marketinške komunikacije - tehnike digitalne marketinške komunikacije - marketinška komunikacija in digitalno mreženje - spletna družabna omrežja in digitalni marketing - načrtovanje, strateško razmišljanje in evalvacija digitalne marketinške komunikacije - digitalne medijske podobe in blagovne znamke - etični vidiki digitalne marketinške komunikacije	- the process and logic of digital marketing communication - digital marketing communication tools - decision-making based on data, market research - understanding consumer/user behavior - emergent forms of digital marketing communication - digital marketing communication techniques - marketing communication and digital networking - online social networks and digital marketing - planning, strategic thinking and evaluation of digital marketing communication - digital media image and branding - ethical aspects of digital marketing communication

Temeljni literatura in viri / Readings:

- Meerman Scott David (2020): The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Wiley; 5 edition. Theaker,
- Solomons Dionne et al. (2022). eMarketing: The essential guide to marketing in a digital world. 7th Edition. Red & Yellow
- Rossiter, John R et. al. (2018). Marketing Communications: Objectives, Strategy, Tactics, SAGE Publications Ltd; 1st edition.
- Rek, Mateja (2019): Umetnost komuniciranja v kontekstu pozne moderne. Ljubljana: Vega Press
- REK, Mateja, Gorjup, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2019, vol. 12, no. 1, str. 6-25.

Cilji in kompetence:	**Objectives and competences:**
Splošne kompetence:	**General competences:**
- sposobnost oblikovanja izvirnih idej, konceptov in rešitev določenih problemov - zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot	- the ability to create original ideas, concepts and solutions to certain problems - the ability to manage quality of professional work through autonomy, initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.

- podjetniški duh in aktivno državljanstvo
- sposobnost razumevanja zahtev končnih uporabnikov oz. naročnikov oz. prepoznavanja novih priložnosti
- poznavanje in razumevanje širokega nabora aplikacij informacijsko komunikacijske tehnologije v sodobni družbi;
- poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in posameznikom
- sposobnost skrbeti za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju s spoštovanjem načela nediskriminatornosti in multikulturnosti

Predmetno-specifične kompetence:
- sposobnost oblikovanja izvirnih idej, konceptov na področju tržnega komuniciranja
- strateška usmerjenost, tj. sposobnost anticipacije dogodkov, sposobnost ponujanja rešitev za izboljšanje stanja
- poznavanje področja digitalnega marketinga in razumevanje medijskih fenomenov in njihove povezanosti s strukturo in razvojem družb in organizacij
- sposobnost kompleksne analize digitalnih marketinških tehnik
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih
- sposobnost razumevanja potrošniškega vedenja
- sposobnost razumevanja pomena in učinkov blagovnih znamk in digitalne podobe
- sposobnost samoizražanja in prezentacije svojih stališč in idej skozi različne digitalne medijske kanale

- the ability to understand the requirements of end users or of clients or recognition of new opportunities
- knowledge and understanding of the interactions between information and communication technology and the individual
- knowledge and understanding of a wide range of applications of information and communication technology in modern society;
- the ability to identify and take advantage of opportunities offered in the work and social environment (which manifests itself as an entrepreneurial spirit and active citizenship
- ethical reflection and commitment to professional ethics in a social environment with respect for the principle of non-discrimination and multiculturalism

Subject-specific competences:
- ability to formulate original ideas, concepts and solutions in the field of marketing communication
- 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 and organizations
- ability of complex analysis of marketing techniques
- ability of media communication in different cultural environments
- ability to understand consumers behavior
- ability to understand the meaning and effects of brands and digital image
- ability of self-expression and presentation of own views and ideas through different digital media channels.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:
- v povezavi z drugimi predmeti pozna in razume pojme in koncepte iz področij digitalnega komuniciranje
- pozna in uporablja osnovne metode in tehnike marketinga
- razume pomen graditve blagovnih znamk in digitalne podobe
- razume pomen ciljanja in osredotočenost na potrošnika/uporabnika
- zna uporabiti svoje teoretsko in metodološko znanje za reševanje praktičnih problemov s področij digitalnega marketinškega komuniciranja
- zavzame stališče do ključnih etičnih vprašanj s področju digitalne marketinše komunikacije 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 digital communication
- know and apply the basic methods and techniques of marketing
- understands the importance of digital image and brand building
- understands the importance of targeting and consumer/user focus
- 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: • Izpit • Seminarska naloga ali serija poročil z vaj so pogoj za pristop k izpitu Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	70% 30%	Type: • Exam • Seminar work or several written assignments are a condition for taking the exam Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

- GOLOB, Tea, MAKAROVIČ, Matej, REK, Mateja. Meta-reflexivity for resilience against disinformation = Meta-reflexividad para la resiliencia contra la desinformación. Comunicar. Jan. 2021, vol. 29, no. 66, str. 103-11.
- REK, Mateja. Medijska vzgoja in pismnost v Sloveniji. Ljubljana: Vega, 2021.
- REK, Mateja. Digital gap : media habits of youth and senior citizens in Slovenia. V: MAKAROVIČ, Matej (ur.), RONČEVIĆ, Borut (ur.). Technology and social choices in the era of social transformations. Berlin [etc.]: P. Lang. 2020.
- REK, Mateja. Umetnost komuniciranja v kontekstu pozne moderne. 1. izd. Ljubljana: Vega, 2019.
- REK, Mateja, GORJUP, Nina. Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. Innovative issues and approaches in social sciences, 2019, vol. 12, no. 1, str. 6-25.
- GORJUP, Nina, REK, Mateja. Mala in mikro podjetja v vrtincu promocijskih naporov. 1. izd. Ljubljana: Vega, 2016.
- GORJUP, Nina, REK, Mateja. Odnos do promocije v poslovno uspešnih malih in mikro podjetjih. 1. izd. Ljubljana: Vega, 2016.
- REK, Mateja, MAKAROVIČ, Matej, ŠKABAR, Matjaž. Identifying complex cultural conditions of globalization in late modernity: a fuzzy set analysis of 30 countries. European Journal of Science and Theology, 2017, vol. 13, no. 1, str. 173-188.
- REK, Mateja, OZVATIČ, Tanja. Using the specific affect coding system to observe affective behaviour in public speaking. Research in social change, Jan. 2017, vol. 9, iss. 1, str. 28-48.