

**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-2022-10-14

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

**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:**

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:

- Meerman Scott David (2015): 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,
- 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.
- Tench, Ralph (2009): Exploring Public Relations. Pearson Education.

### 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 izvernih 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);

<b>Načini ocenjevanja:</b>	Delež (v %) / Weight (in %)	<b>Assessment:</b>
Način: • Izpit • Seminaraska naloga ali serija poročil z vaj Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.	30 % 70 %	Type: • Exam • Seminar work or several written assignments Grading is in accordance with the Faculty's evaluation Ordinance.

**Reference nosilca / Lecturer's references:**

- 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: MAKAROVIC, Matej (ur.), RONCEVIC, 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, MAKAROVIC, 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, OZVATIC, 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.