

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Digitalni marketing

Course title: Digital marketing

Študijski program in stopnja

Študijska smer

Letnik

Semester

Study programme and level

Study field

**Academic
year**

Semester

Poslovna informatika,
magistrski študijski program
druge stopnje

-

Drugi

Tretji

The second cycle masters
study programme Business
Informatics

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Second

Third

Vrsta predmeta / Course type

Obvezni / Obligatory

**Univerzitetna koda predmeta / University course
code:**

4-PI-MAG-DM-2026-08-20

Predavanja

Seminar

Vaje

**Klinične
vaje**

**Druge
oblike
študija**

**Samost.
delo**

ECTS

Lectures

Seminar

Tutorial

work

**Individ.
work**

30

/

30

/

/

120

6

Nosilec predmeta / Lecturer:

Prof. dr. Tina Vukasović

Jeziki /

Predavanja / Lectures:

Slovenski / Angleški

Languages:

Vaje / Tutorial:

Slovenski / Angleški

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

Prerequisites:

Ni posebnih pogojev.

No special prerequisites.

Vsebina:

1. Uvod v digitalni marketing.
2. Razlika med digitalnim marketingom in tradicionalnim marketingom.
3. Značilnosti digitalnih medijev.
4. Vpliv digitalnega marketinga na vedenje potrošnika.
5. Odločanje na podlagi podatkov, tržne raziskave.
6. E-trženjski splet in E-trženjsko komunikacijski splet.
7. Družabna omrežja in digitalni marketing.
8. Upravljanje in strategije digitalnih kampanj.
9. SEO in spletne strani.
10. Pravni vidiki digitalnega marketinga.

Content (Syllabus outline):

1. Introducing to digital marketing.
2. Difference between digital and classical marketing.
3. Features of digital media.
4. Impact of digital marketing to consumer behaviour.
5. Decision making based on data, market research.
6. E-markting mix and E-marketing communication mix.
7. Social media marketing.
8. Managing and strategies of digital campaigns.
9. SEO and web sites.
10. Legal aspects of digital marketing.

Temeljni literatura in viri / Readings:**Obvezna literatura:**

- Chaffey, D., Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* Eighth Edition. Pearson.
- Arsenijević, G., Marić, M. (ur.). (2024). *Digitalna transformacija poslovanja in marketinga*. Pearson.
- Gradivo obravnavano na predavanjih in vajah. / Materials discussed during lectures and tutorials.

Priporočena literatura:

- Hanlon, A. (2025). *Digital Marketing: Strategy, Planning & Disruption*. Third Edition. SAGE Publications.
- Korošec, M. (2020). *Digitalni marketing od A do Ž. 2. Dopolnjena izdaja*. Založba Rdeča oranža.

Cilji in kompetence:**Splošne kompetence:**

- Splošen pregled nad digitalizacijo poslovanja Sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij in zmožnost njihove interpretacije za reševanje poslovnih problemov.
- Sposobnost iskanja virov in pridobivanja podatkov za potrebe digitalizacije poslovanja.

Objectives and competences:**General competences:**

- General overview of the digitalization of business The ability to obtain, select, evaluate and embed the new information, as well as to interpret them to solve business problems.
- The ability to find sources and obtain data for the needs of digitalization of business.

- Usposobljenost za poslovno komuniciranje, skupinsko delo in uporabo informacijskih tehnologij v ta namen.
- Sposobnost fleksibilne uporabe znanja v praksi.
- Uporaba pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, samoiniciativnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje.
- Kritično razmišljanje o omejitvah poslovnih podatkov in njihovi etični uporabi.

Predmetno-specifične kompetence:

- sposobnost obvladovanja digitalnega marketinga kot del celotnega marketinškega spleta,
- sposobnost izvedbe digitalnega marketinga v sklopu kampanj na družbenih omrežjih in spremljanja njihove uspešnosti,
- sposobni optimizirati spletno stran, novice, oglase,
- sposobnost avtonomije v izvedbi posameznih nalog v profesionalni praksi,
- sposobnost učenja, strokovnega izpopolnjevanja z visoko stopnjo samostojnosti.

- Competences in business communication, teamwork and use of information technology for this purpose.
- The ability of flexible usage of knowledge in practice.
- Usage of the importance of quality and striving for the quality of professional work through autonomy, self-initiative, as well as (self-)criticism, (self-)reflection and (self-)evaluation.
- Critical thinking about limitations of business data and their ethical usage.

Subject-specific competences:

- ability to manage digital marketing as a part of integrated marketing,
- ability to carry out digital marketing as part of campaigns on social, networks and monitor their success
- ability to optimize the website, news, ads,
- ability of autonomy in performing individual tasks in professional practice,
- ability to learn, professional development with a high degree of independence.

Predvideni študijski rezultati:

Študenti bodo zmožni:

- vrednotiti pomembnost digitalnega marketinga za različna podjetja,
- analizirati značilnosti digitalnih medijev in njihov vpliv na vedenje potrošnikov,
- opredeliti dejavnike, prednosti in omejitve digitalnega marketinga,
- kritično analizirati in predstaviti izzive in dileme digitalnega marketinga,
- obravnavati značilnosti različnih družbenih omrežij in značilnosti kanalov komuniciranja preko družbenih omrežij za različne

Intended learning outcomes:

Students will be able to:

- evaluate the importance of digital marketing and its features for different companies,
- analyze the characteristics of digital media and their impact on consumer behavior,
- identify the factors, strengths and limitations of digital marketing,
- critically analyse and interpret issues and dilemmas of digital marketing,
- address the characteristics of different social networks and the characteristics of communication channels through

generacije potrošnikov (baby boom, X, Y, Z), • oceniti pomembnost strateškega načrtovanja in uvajanja digitalnega marketinga, • zasnovati strategijo digitalnega marketinga, • izvajati digitalni marketing v sklopu kampanij na družbenih omrežjih in merili njihovo uspešnost, • optimizirati spletne strani, novice, oglase, • aplicirati pravne, etične in družbene izzive uvajanja in uporabe digitalnega marketinga, • upoštevati trende in nasloviti izzive digitalnega marketinga, • uporabljati metode in tehnike digitalnega marketinga v različnih organizacijah.	social networks for different generations of consumers (baby boom, X, Y, Z), • assess the importance of strategic planning, and implementation of digital marketing • design digital marketing strategies, • carry out digital marketing as part of campaigns on social networks and measure their success, • to optimize websites, news, ads, • apply the legal, ethical and social challenges of introducing and using of digital marketing, • consider trends and issues of digital marketing, • methods and techniques of digital marketing in different organisations.
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Metode poučevanja in učenja:

• <i>Predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);</i> • <i>Vaje, kjer študentje na primerih izvajajo prvine digitalnega marketinga, predstavljene na predavanjih;</i> • <i>E-učenje (uporaba spletne učilnice in drugih sodobnih IKT orodij).</i>

Learning and teaching methods:

• <i>Lectures with active participations by the students (explanation, discussion, questions, cases, problems solving);</i> • <i>Tutorials, where students implement elements of digital marketing on examples;</i> • <i>E-learning (the use of online classroom and other modern ICT tools).</i>

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):		Type (examination, oral, coursework, project):
Pisni izpit	60 %	Written Exam
Projektna naloga	40 %	Project assignment

Reference nosilca / Lecturer's references:

• VUKASOVIČ, Tina, TRGLAVČNIK, Maja, FAGANEL, Armand. Greenwashing and green marketing on social media: implications for trust-related reactions in the food sector. <i>Foods</i>. 2026, vol. 15, issue 10, article no. 1626, str. 1–26.
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- VUKASOVIČ, Tina, WEIS, Lidija, KRAMAR, Tina. Social media advertising: a study on millennial purchase intentions. *Agora International Journal of Economical Sciences*. 2025, vol. 19, no. 1, str. 341–356.
- RAJGELJ, Sandra, VUKASOVIČ, Tina, JALEN, Nataša. The impact of TikTok content strategies on user engagement: findings from Slovenia. *Agora International Journal of Economical Sciences*. 2025, vol. 19, no. 2, str. 355–367.
- OČKO, Klemen, VUKASOVIČ, Tina. The importance of digital marketing in the sale and promotion of tourist accommodation. *International Journal of Management, Knowledge and Learning*. 2024, vol. 13, str. 1–12.
- RAJER, Jasna, VUKASOVIČ, Tina. The plan of integrated marketing communication with emphasis on designing a strategy for the brand X. *Modern Management Review*. 2024, vol. 29, no. 2, str. 65–84.
- VUKASOVIČ, Tina, JAGODIČ, Gregor. Trženje: trženjski koncepti in strategije. Koper: Založba Univerze na Primorskem, 2025. 281 str.
- VUKASOVIČ, Tina. Strateško trženje v poslovnem okolju. Ljubljana: B2 Visoka šola za poslovne vede, 2024. 155 str.