

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	-	Second	Third

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

4-PI-MAG-DM-2022-05-27

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

30	/	30	/	/	120	6
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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 kampanij.
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-marketing 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:**

- Stokes, R. (2018). eMarketing: The essential guide to marketing in a digital world. 6th Edition. Red & Yellow. Dostopno prek: https://www.redandyellow.co.za/content/uploads/2018/06/RedYellow_eMarketing_Extbook_6thEdition.pdf
- Korošec, M. (2020). Digitalni marketing od A do Ž. 2. Dopolnjena izdaja. Založba Rdeča oranža.
- Gradivo obravnavano na predavanjih in vajah. / Materials discussed during lectures and tutorials.

Priporočena literatura:

- Chaffey, D., Ellis-Chadwick, F. (2019) Internet Marketing: Strategy, Implementation and Practice (7th Edition). Pearson.
- Kotler, P., Kartajaya, H. in Setiawan, I. (2016). Marketing 4.0: Moving from Traditional to Digital. Wiley. <https://www.nima.today/wp-content/uploads/2018/11/Marketing-4.0-Philip-Kotler-Hermawan-Kartajaya-And-Iwan-Setiawan.pdf>

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.

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.

- Sposobnost iskanja virov in pridobivanja podatkov za potrebe digitalizacije poslovanja.
- 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.

- The ability to find sources and obtain data for the needs of digitalization of business.
- 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,

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,

- obravnavati značilnosti različnih družbenih omrežij in značilnosti kanalov komuniciranja preko družbenih omrežij za različne 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.

- address the characteristics of different social networks and the characteristics of communication channels through 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.

Metode poučevanja in učenja:

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

Learning and teaching methods:

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

Delež (v %) /

Načini ocenjevanja:

Weight (in %) **Assessment:**

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

Reference nosilca / Lecturer's references:

1.01 Izvirni znanstveni članek

- VUKASOVIČ, Tina. Covid-19 pandemic influence on consumer buying behaviour. *International journal of management, knowledge and learning*. [Spletna izd.]. 2021, vol. 10, str. 65-74,
- VUKASOVIČ, Tina, MATIČIČ ZVER, Manca. Environmentally friendly textile products: conceptual buying behavior model. *Journal of textile and apparel technology and management: JTATM*. spring 2021, vol. 12, iss. 1, str. 1-15.
- MATIČIČ ZVER, Manca, VUKASOVIČ, Tina. Consumers' attitude towards eco friendly textile products = Stališča potrošnikov do okolju prijaznih tekstilnih izdelkov. *Tekstilec : glasilo slovenskih tekstilcev*. [Tiskana izd.]. 2021, vol. 64, no. 2, str. 159-171.
- VUKASOVIČ, Tina, MIHAČ, Vlaho. Trends in the online booking of hotel accommodation. *International journal of e-services and mobile applications*. Jan.-Mar.2021, vol. 13, iss. 1, str. 60-76.
- VUKASOVIČ, Tina. Knowledge as an important factor in the process of creating brand equity. *International journal of innovation and learning*. 2020, vol. 28, no. 2, str. 139-158.
- VUKASOVIČ, Tina. Understanding the consumers' personal characteristics as the starting point for targeted marketing. *Management*. [Spletna izd.]. spring 2020, vol. 15, no. 1, str. 29-41.
- LUKMAN, Aleš, VUKASOVIČ, Tina. The factors influencing the buying decision of customers behaviour. *Management*. [Spletna izd.]. fall 2020, vol. 15, no. 3, str. 221-233.
- ADZOVIĆ, Almin, PURG, Danica, VUKASOVIČ, Tina. Decision making theories in medicine reimbursement. *International journal of Euro-Mediterranean studies*. [Print ed.]. 2019, vol. 12, no. 2, str. 67-92.
- VIDMAR, Urška, VUKASOVIČ, Tina. A model for a successful approach to applying for Horizon 2020. *International journal of value chain management*. 2019, vol. 10, no. 1, str. 26-52.
- JAGODIČ, Gregor, VUKASOVIČ, Tina. Uticaj medija na ponašanje kupaca = Media influence on consumer buying behaviour. *Serbian Journal of Engineering Management*. 2019, vol. 4, no. 2, str. 39-48.
- VIDMAR, Urška, VUKASOVIČ, Tina. Identifying elements for a successful approach to applying projects. *International journal of management, knowledge and learning*. [Tiskana izd.]. 2018, vol. 7, iss. 2, str. 217-243, 247-248.
- VUKASOVIČ, Tina, JALEN, Nataša. Predlog marketinškog plana za ulazak novog brenda prehrambenih dodataka na tržište = Marketing plan proposal for the entry of a food supplement brand into the market. *Serbian Journal of Engineering Management*. 2018, vol. 3, no. 2, str. 36-50.
- VUKASOVIČ, Tina, STANTON, John L. Going local: exploring millennials preferences for locally sourced and produced fresh poultry in a developing economy. *World's Poultry Science Journal*. Dec. 2017, vol. 73, iss. 4, str. 757-766.

2.01 Znanstvena monografija

- VUKASOVIČ, Tina. *Koncepti sodobnega trženja*. Pearson, cop. 2020.
- VUKASOVIČ, Tina, JAGODIČ, Gregor. *Osnove trženja in strateškega tržnega načrtovanja*. Harlow. Pearson, cop. 2017.
- VUKASOVIČ, Tina. *Osnove trženja za 21. stoletje, (Znanstvene monografije MFDPŠ)*. 2. natis. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2016.
- VUKASOVIČ, Tina. *Poreklo izdelka in vrednost blagovne znamke, (Znanstvene monografije MFDPŠ)*. Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013.

- VUKASOVIČ, Tina. Vedenje porabnikov: celovit pristop k raziskovanju vedenja porabnikov, (Znanstvene monografije MFDPŠ). Celje: Mednarodna fakulteta za družbene in poslovne študije, 2013.