

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

**Predmet:** Spletno komuniciranje in odnosi z javnostmi  
**Course title:** Web Communications and Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Informatika v sodobni družbi, visokošolski strokovni študijski program prve stopnje	-	Drugi ali tretji	Četrty ali šesti
Informatics in Contemporary Society, first cycle Professional Study Programme	-	Second or third	Fourth or sixth

**Vrsta predmeta / Course type**

Izbirni / Elective

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

1-ISD-VS-IP-SKOZJ-2020-05-14

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

**Nosilec predmeta / Lecturer:** prof. dr. Mateja Rek

**Jeziki / Languages:**

**Predavanja / Lectures:** Slovenski / Slovenian, Angleški / English

**Vaje / Tutorial:** Slovenski / Slovenian, Angleški / English

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

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

**Prerequisites:**

Prior to the exam, the student has to prepare and defend seminar work.

**Vsebina:**

- Uvod: predstavitev predmeta, njegovih ciljev in kompetenc, predstavitev literature in dodatnih virov za študij ter principa samostojnega iskanja virov.
- Sodobne teorije komuniciranja.
- Zgodovinski in družbeni pregled razvoja interneta: tehnološki razvoj medija in njegova umestitev v družbeni kontekst.
- Ključne lastnosti spleta: spoznavanje lastnosti interaktivnosti; vmesniki, programska orodja, spletne platforme.

**Content (Syllabus outline):**

- Introduction: the course, its objectives and competencies, presentation of literature and additional resources for the study and the principle of individual sources research.
- Modern theories of communication.
- Historical and Social Survey of Internet development: technological development of the media and its placement in a social context.
- Key features of the internet: learning about the characteristics of interactivity,

- Osnove integriranega tržnega komuniciranja: osnovni pojmi trženja in odnosov z javnostmi; modeli načrtovanja tržnega komuniciranja.
- Psihologija trženja: spoznavanje psiholoških teorij ter struktur za analizo potrošnika in načrtovanje trženja; spoznavanje faz nakupnega procesa.
- Posebnosti spletnega integriranega tržnega komuniciranja: predstavitev koncepta integriranega on-line in off-line komuniciranja, s poudarkom na njihovem načrtovanju in analizi.
- Pomen spletnih iskalnikov: mesto spletnih iskalnikov v sodobnem spletnem komuniciranju.
- Družbeni e-mediji: družbeni kontekst družbenih e-medijev ter njihovo mesto v vsakdanjem življenju; posebnosti poslovnega komuniciranja preko družbenih medijev.
- Spletno oglaševanje: klasifikacija in poslovni modeli spletnega oglaševanja; kontekstualno oglaševanje.
- Odnosi z javnostmi na spletu in preko mobilnih platform: pregled posebnosti odnosov z javnostmi preko e-medijev in mobilnih platform.

interfaces, software tools, web-based platforms.

- Basics of integrated marketing communication: basic concepts of marketing and public relations, marketing communication planning models.
- Marketing Psychology: understanding the psychological theories and structures for the analysis of consumer and marketing planning, familiarization with phase purchase process.
- Specialties of online integrated marketing communication: presentation of the concept of integrated on-line and off-line communication, focusing on their design and analysis.
- The importance of search engines: web site search engines in the modern online communication.
- Social Media: The social context of social media and their place in everyday life; specifics of business communication through social media.
- Online advertising: business models and the classification of online advertising, contextual advertising.
- Public relations online and on mobile platforms: a review of specifics of public relations through e-media and mobile platforms.

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

- Rek, M. (2019). *Umetnost komuniciranja v kontekstu pozne moderne*. Ljubljana: Vega Press.
- Rek, M., Gorjup, N. (2019). Planning and implementing promotion in small and micro enterprises: bridging the gap between intentions and actual behaviour. *Innovative issues and approaches in social sciences*, 12(1), str. 6–25.
- Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons.
- Meerman Scott, D. (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* (5th ed.). Wiley.

**Cilji in kompetence:**

*Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:*

- sposobnost fleksibilne in aplikativne uporabe teoretičnega znanja
- poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in sodobno družbo
- poznavanje in razumevanje širokega nabora aplikacij informacijsko komunikacijske tehnologije v sodobni družbi
- razvoj in uporaba informacijsko komunikacijske tehnologije, sposobnosti in spretnosti v lokalnem in mednarodnem okolju;
- organizacijske in vodstvene spretnosti ter uporaba v organizacijah, ob razumevanju individualnih vrednot in skupinskih vrednotnih sistemov za obvladovanje profesionalno-etičnih vprašanj
- načrtovanje in obvladovanje sprememb ob oblikovanju celovite ocene stanja v organizaciji ali družbenem okolju z upoštevanjem različnih dejavnikov

**Objectives and competences:**

*The instructional unit contributes to the development of the following general and subject-specific competences:*

- ability to flexibly apply knowledge in practice
- knowledge and understanding of interactions between ICT and the modern society
- knowledge and understanding of a wide range of applications of information communication technology in the modern society
- development and the use of ICT, abilities and skills in local and international environment
- managerial and leadership skills and their use in institutions, while understanding individual values and group value systems for the management of professional – ethical questions
- planning and management of changes in the formation of a comprehensive evaluation of state in an institution or social environment with the consideration of various factors

**Predvideni študijski rezultati:**

Znanje in razumevanje:

*Študent/študentka:*

- razume različne poglede na komuniciranje in analizira vlogo in pomen komuniciranja v poslovnem modelu
- ima sposobnost spoznavanja in uporabe aktualnih tehnoloških konceptov in praks ključnih informacijsko komunikacijskih tehnologij
- razume osnovne trženjske pristope in jih zna aplicirati pri izvedbi enostavnih poslovnih projektov
- pri načrtovanju spletnih aplikacij, produktov ali projektov zna uporabiti koncepte psihologije

**Intended learning outcomes:**

Knowledge and understanding:

*The Student:*

- understands various views on communication and can analyse role and meaning of communication in business environment
- has capability of understanding and usage of contemporary technological concepts and practical use of key information and communication technologies
- understands basic marketing approaches and is able to apply them in execution of simple business projects
- is able to use consumer psychology concepts in planning web

potrošnika ter ustrezno usmerjati razvoj

- pozna sodobne oblike spletnega oglaševanja in trženja ter njihove posebnosti ter je sposoben voditi najenostavnejše oblike odnosov z javnostmi na spletu

applications, products or projects and can guide development accordingly

- is acquainted with contemporary models of web advertising and marketing and its specialties and is able to develop basic forms of public relations on the web

**Metode poučevanja in učenja:**

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- *seminarske vaje* (refleksija z lastnimi izkušnjami, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija)

**Learning and teaching methods:**

- *lectures* with active student participation (explanation, discussion, questions, examples problem solving)
- *seminars* (reflexion about experiences, project work, team work, method of critical thinking, discussion)

**Načini ocenjevanja:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):

- seminarska naloga na vajah
- pisni izpit

Delež (v %) /  
Weight (in %)

35  
65

**Assessment:**

Type (examination, oral, coursework, project):

- tutorial work
- written exam

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

- 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, ilustr. <http://dx.doi.org/10.12959/issn.1855-0541.IIASS-2019-no1-art1>, doi: 10.12959/issn.1855-0541.IIASS-2019-no1-art1.
- 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, ISSN 1841-0464, feb. 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, ISSN 2463-8226, Jan. 2017, vol. 9, iss. 1, str. 28-48. [http://www.fuds.si/sites/default/files/rsc\\_volume\\_9\\_issue\\_1\\_january\\_2017.pdf](http://www.fuds.si/sites/default/files/rsc_volume_9_issue_1_january_2017.pdf).
- REK, Mateja. Unwanted behaviour among youth : influence of digital media consumption. Innovative issues and approaches in social sciences, ISSN 1855-0541, 2016, vol. 9, no. 3, str. 122-135, ilustr. <http://www.iiass.com/pdf/IIASS-2016-no3-art7.pdf>, doi: 10.12959/issn.1855-0541.IIASS-2016-no3-art7.
- REK, Mateja, MAKAROVIC, Matej, ŠKABAR, Matjaž. (Un)certainty in the knowledge society. Comparative sociology, ISSN 1569-1322, 2015, vol. 14, iss. 5, str. 613-634, graf. prikazi, tabele.