

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Trženje
Course title:	Marketing

Študijski program in stopnja <i>Study programme and level</i>	Študijska smer <i>Study field</i>	Letnik <i>Academic year</i>	Semester <i>Semester</i>
Menedžment kakovosti Dodiplomski (prva)	Program nima smeri	1.	2.
Quality Management Undergraduate (First)	The program has no study fields	1	2

Vrsta predmeta / Course type: Obvezni | Required

Univerzitetna koda predmeta / University course code: 011008-02

Predavanja <i>Lectures</i>	Seminar <i>Seminar</i>	Sem. vaje <i>Tutorial</i>	Lab. vaje <i>Laboratory work</i>	Teren. vaje <i>Field work</i>	Samost. delo <i>Individ. work</i>	ECTS
30		45	-	-	105	6

Nosilec predmeta / Lecturer: izr. prof. dr. Robert Vodopivec | Robert Vodopivec, PhD
Associate Professor

Jeziki / Languages:

Predavanja / Lectures:	Vaje / Tutorial:
Slovenski, angleški	Slovenski, angleški
Slovenian, English	Slovenian, English

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

- Vpis v 1. letnik študija.
- Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati empirično seminarsko nalogo.

Prerequisites:

- Enrolment in the first year of study.
- The student must prepare and defend an empirical seminar paper as a prerequisite for the final exam.

Vsebina:

1. Opredelitev temeljnih pojmov trženja. Razvoj trženja.
2. Temelji tržno usmerjenega strateškega načrtovanja podjetja.
3. Analiziranje notranjega in zunanega okolja-SWOT analiza.
4. Ciljno trženje za doseg konkurenčne prednosti.
5. Razvijanje trženjskega spleta
6. Upravljanje s trženjskimi napori in organizacija trženja.
7. Trženjske raziskave.
8. Analiza trženjskega okolja podjetja- mikro in makro okolje podjetja.
9. Opredelitev izdelka (storitev), ravni izdelka(storitev), odločitve v zvezi z blagovno znamko, odločitve o izdelčnem spletu .
10. Trženje storitev in nekateri vidiki trženjskega spleta

Content (Syllabus outline):

1. Defining basic concepts of marketing. Marketing development.
2. Basic market-oriented strategic planning of an organization.
3. Analyzing internal and external environment – SWOT analysis.
4. Targeted marketing to achieve competitive advantage.
5. Developing marketing mix.
6. Manage marketing efforts and the organization of marketing.
7. Market research.
8. Marketing environment analysis – micro and macro business environment.
9. Definition of product (service), level of the product (service), decisions on brand naming, decisions for online products.

- za storitve.
11. Določanje cen in pogojev.
 12. Poslovna distribucija (razpečava) izdelkov in tržna logistika.
 13. Neposredno trženje in elektronsko trženje.
 14. Mednarodno trženje.
 15. Praktični primeri trženjskih programov.
 16. Vidik trženja v modelih, standardih in metodah celovite kakovosti in poslovne odličnosti.

10. Marketing services and some aspects of the marketing mix for service industry.
11. Pricing and conditions.
12. Business distribution of products and marketing logistics.
13. Direct marketing and electronic marketing.
14. International marketing.
15. Practical examples of marketing programs.
16. Aspects of marketing models, standards, and methods of total quality management and business excellence.

Temeljna literatura in viri / Readings

Obvezna literature / Required reading(s):

- Kotler, P. (2004). *Principles of Marketing*. Ljubljana: GV Založba.
- Kotler, P. (2004). *Management trženja*. Ljubljana: GV Založba.
- Potočnik, V. (2005). *Temelji trženja*. Ljubljana: GV Založba.
- Vodopivec, R., Zupančič, V., & Krevl, I. (2003). *Osnove trženja*. Piran: Visoka šola za podjetništvo.

Dodatna – dopolnilna / Recommended reading(s):

- Helensen, S. (2004). *Global Marketing: A Decision-oriented approach* (3. izd.). Harlow, Essex: Prentice Hall, Financial Times.
- Hutt, M. D., & Speh, T. W. (2004). *Business marketing Management: A strategic view of industrial and organizational market* (8. izd.). Mason, Ohio: Thomson/South-Western.
- Palmer, A. (2004). *Introduction to Marketing: Theory and Practice*. Oxford: Oxford University Press.
- Reedy, J., & Schullo, S. (2004). *Electronic Marketing: Integrating Electronic Resources into the Marketing Process* (2. izd.). Mason, Ohio: Thomson/South-Western.

Cilji in kompetence:

- Poznavanje in razumevanje procesov, procesno zasnovane organizacije ter sposobnost obvladovanja nenehnega izboljševanja
- Zmožnost vzpostavljanja in vzdrževanja partnerskih odnosov z vsemi zainteresiranimi (odjemalci, zaposleni, lastniki, družbeno okolje).
- Razvoj kritične in samokritične presoje.
- Usposobljenost za obvladovanje organizacijskih sprememb v organizaciji kot odziv na spremembe v okolju.
- Zmožnost vzpostavljanja in vzdrževanja partnerskih odnosov z vsemi zainteresiranimi (odjemalci, zaposleni, lastniki, družbeno okolje).
- Sposobnost interdisciplinarnega povezovanja znanj različnih predmetov.
- Internalizacija gradnikov sodobne organizacijske teorije, temelječe na organizaciji kot ciljno usmerjenih razmerij med ljudmi.
- Poznavanje in razumevanje avtopoietičnega koncepta obvladovanja kakovosti in odličnosti, temelječega na spiralno-vijačnem zaporedju planiranja, izvedbe, preverjanja in ukrepanja.
- Internalizacija odločilne pomembnosti usmeritve v

Objectives and competences:

- Comprehending and understanding processes, process-based organizations and the ability to manage continuous improvements.
- The ability to establish and maintain cooperative relations for teamwork and with other interested individuals as well as the ability for creative dialogues.
- The development of critical and self-critical assessment.
- The ability to manage organizational change within an organization in response to changes in the environment.
- Ability to establish and maintain partnerships with all stakeholders (consumers, employees, owners, social environment).
- The ability to connect interdisciplinary knowledge from various subjects.
- Internalisation of building blocks within contemporary organization theory that is based on an organization as a target-oriented relationship among individuals and people.
- Knowing and understanding the concept of autopoiesis in reference to quality management and excellence founded on the spiralling order of planning, doing,

<p>zahteve in pričakovanja odjemalcev in obvladovanje temeljnih pristopov in metod trženja.</p> <ul style="list-style-type: none"> – Sposobnost prepoznavanja in obvladovanja ključnih vidikov ekonomske organizacije. – Obvladovanje temeljnih znanj in praktičnih pristopov, potrebnih za učinkovito in uspešno obvladovanje sistema vodenja organizacije s poudarkom na vodenju z zgledom, poslovnem komuniciranju, obvladovanju projektov, informatizaciji procesov in sistemskem razmišljanju. 	<p>checking, and acting.</p> <ul style="list-style-type: none"> – Internalisation of decisive important directives towards the expectations of consumers and management of fundamental concepts and methods of marketing. – Applying basic knowledge and practical approaches to achieve effective and efficient management of an organization with an emphasis on leadership by example, business communication, management of projects, informatisation of processes and systematic thinking.
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<p>Predvideni študijski rezultati:</p> <p>Študent/študentka:</p> <ul style="list-style-type: none"> – Pozna in razume pomen trženja in osredotočenosti v odjemalce pri obvladovanju sodobne organizacije. – Pozna in razume vlogo in pomen trženja v poslovnih odnosih. – Razume interakcijsko delovanje dejavnikov, ki vplivajo na uspešnost in učinkovitost trženja. – Pozna in uporablja sodobne pristope, modele in orodja za doseganje in nenehno izboljševanje kakovosti trženja. – Uporablja osnovno znanje in veščine s področja trženja. – Reflektira in kritično ovrednoti različne izkušnje s področja trženja. – Aktivno in kritično spremlja in reflektira aktualno dogajanje na področju trženja. – V povezavi z drugimi predmeti pozna, razume in reflektira kompleksnost strokovnih in družbenih nalog zaposlenih pri obvladovanju trženja v procesno zasnovani organizaciji. – Pozna in razume umeščenost trženjsko usmerjene organizacije v širše družbene, kulturne in vrednotne kontekste ter z refleksijo teh kontekstov oblikuje intelektualno aktiven odnos do sveta. 	<p>Intended learning outcomes:</p> <p>The student will:</p> <ul style="list-style-type: none"> – Know and understand the importance of marketing and focus on consumers in the management of contemporary organizations. – Know and understand the role of marketing in business relations. – Understand the interaction among factors that affect the efficiency and effectiveness on marketing. – Know and use contemporary approaches, models, and tools in achieving continuous improvement in marketing. – Use basic knowledge and skills from the field of marketing. – Reflect and critically analyse various experiences from the field of marketing. – Actively and critically monitor and reflect on current developments in the field of marketing. – In connection with other subjects, know, understand, and reflect complex professional and social tasks of employees in the management of marketing in process-based organizations. – Know and understands the position of marketing of an organization and its functions within the broader social, cultural, and value-laden context as well as with reflection of these contexts develop an intellectual proactive attitude towards the world.
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<p>Metode poučevanja in učenja:</p> <ul style="list-style-type: none"> – Predavanja z aktivno udeležbo študentov (razlaga snovi, pogovori, vprašanja, primeri, reševanje problemov). – Seminarske vaje v povezavi s prakso (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, pogovori, sporočanje povratne informacije, socialne igre, ekskurzija). – Individualne in skupinske konzultacije (pogovori, dodatna razlaga, obravnava specifičnih vprašanj). – Animacija samostojnega študija in raziskovanja (motiviranje, usmerjanje, samoopazovanje, samournavanje, refleksija, samoocenjevanje). 	<p>Learning and teaching methods:</p> <ul style="list-style-type: none"> – Lectures with active student participation (discussions, talks, questioning, cases, problem-solving). – Seminar papers in connection to practice (reflections from experience, project work, teamwork, methods of critical thinking, talks, providing feedback, social games, excursions). – Individual and group consultations (discussions, additional explanations, discussing specific questions). – Facilitating independent study and research (motivating, directing, self-examination, self-regulation, reflection, and self-assessment).
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Načini ocenjevanja:	Delež / Weight (%)	Assesment:
Način (pisni izpit, ustno izpraševanje, naloge, projekt)		<i>Type (examination, oral, coursework, project)</i>
– Pisni/ustni izpit	60%	– Written / Oral Exam
– Empirična seminarska naloga s poročili seminarskega dela ter predstavitev naloge	40%	– Empirical seminar paper with reports from seminar work and seminar paper presentation

Reference nosilca / Lecturer`s references:

<ul style="list-style-type: none"> – VODOPIVEC, Robert. Ekonomska teorija v logistiki. 1. izd. Celje: Fakulteta za logistiko; Šempeter pri Gorici: Medifas, Mediteranski inštitut za sodobne študije, 2008. 103 str., ilustr., graf. prikazi, tab. ISBN 978-961-6562-18-8. [COBISS.SI-ID 238782464] – VODOPIVEC, Robert. Logistične storitve in državna regulativa. 1. izd. Celje: Fakulteta za logistiko; Šempeter pri Gorici: Medifas, Mediteranski inštitut za sodobne študije, 2008. 120 str., Graf. prikazi, tab. ISBN 978-961-6562-19-5. [COBISS.SI-ID 238826496] – VODOPIVEC, Robert. Global crisis from another angle. V: PANDILOSKA JURAK, Alenka (ur.), PINTERIČ, Uroš (ur.). Contemporary world between freedom and security. Ljubljana: Vega, 2010, str. 7-18. [COBISS.SI-ID 1024217409] – VODOPIVEC, Robert. A perfect system in continual crisis. V: SPASIĆ, Dejan (ur.), STANKOVIĆ, Ljiljana (ur.). Challenges of the world economic crisis. Niš: Faculty of Economics, 2009, str. 147-155. [COBISS.SI-ID 31165485] – VODOPIVEC, Robert, KRSTOV, Ljupčo. Organisation management in supply chain with dynamic effect of organizational rules. Facta Univ., Econ. Organ., 2007, vol. 4, no. 2, str. 91-107, ilustr., graf. prikazi. [COBISS.SI-ID 28063277] – VODOPIVEC, Robert, KRSTOV, Ljupčo. Implement ERP systems. Ekon. teme, 2007, letn. 45, št. 4, str. 11-31. [COBISS.SI-ID 28792621]
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