

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	
<b>Course title:</b>	Marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Business Management - bachelor	/	1.	/

**Vrsta predmeta / Course type**

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

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	30	0	0	0	90	6

**Nosilec predmeta / Lecturer:**

**Jeziki / Languages:**

<b>Predavanja / Lectures:</b>	Slovene, Serbian, English, Croatian
<b>Vaje / Tutorial:</b>	Slovene, Serbian, English, Croatian

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

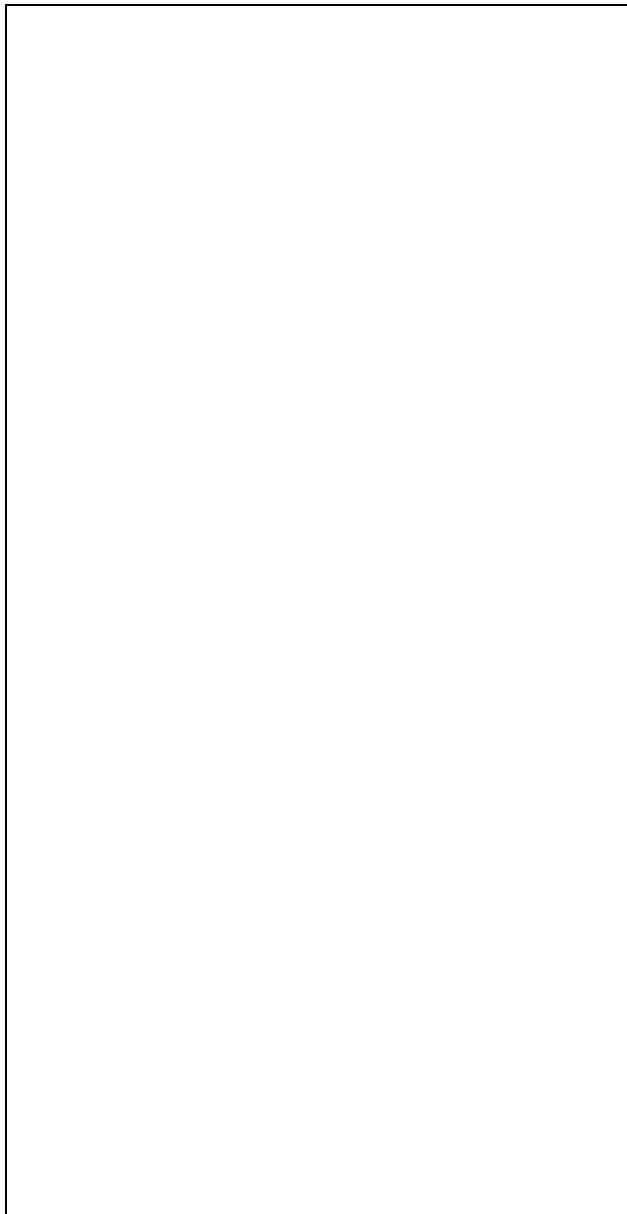
**Prerequisites:**

**Vsebina:**

**Content (Syllabus outline):**

**Contents**

- 1. Development and Importance of Trading Processes in the Society**
  - Basic alternative manners to fulfil the needs
  - Basic conditions for the existence and development of trading processes
  - Characteristics of trading processes, participants in trading processes, trading objects
  - Simple and complex trading system
- 2. Definition of Marketing Based on Different Starting Points**



**3. Organisation and its Immediate Environment**

- Suppliers
- Customers
- Competitors

**4. Organisation and its Broader Environment**

**5. Market**

- Traditional market definitions
- Marketing market definitions
- Market types
- Market shares

**6. Different Mentalities in Marketing Management**

- "Closed" mentalities
- "Open" mentalities

**7. Information for the Needs of Marketing Management**

- Internal primary and secondary information
- External primary and secondary information

**8. Strategic Marketing**

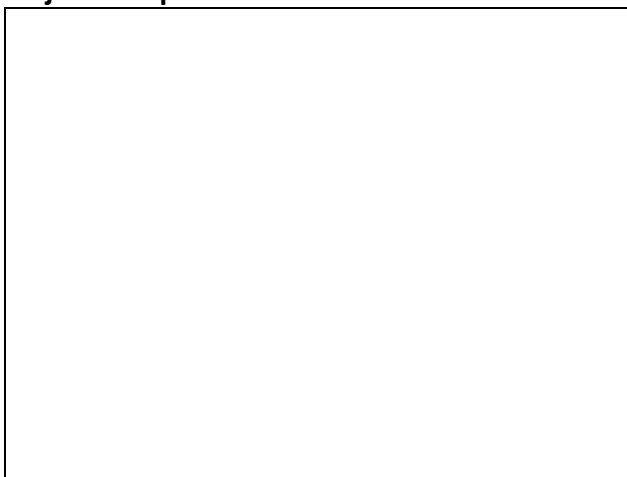
- Strategic marketing development
- Strategic marketing contents
- Strategic marketing process

**9. Tactical and Operational Marketing**

- Tactical and operational marketing development
- Tactical and operational marketing contents
- Tactical and operational marketing process

**10. Marketing and Other Business Functions**

**Cilji in kompetence:**



**Objectives and competences:**

- The students shall:
- Learn about the development and importance of marketing in the society and its organisations (e.g., companies)
  - Qualify for the use of basic marketing concepts (definitions): market, trading process, benefits, prices, participants in trading processes, product, satisfaction, etc.
  - Qualify for the use of different marketing aspects (marketing as a skill, as a process, as a mix of activities, as mentality, as an organisational formation, as science)

	<ul style="list-style-type: none"> <li>• Qualify for the use of different marketing aspects in profit and non-profit organisations</li> <li>• Develop their feeling for following and assessment of novelties</li> <li>• Develop their flexibility, ability to take initiatives, inventiveness and originality</li> </ul> <p>The students will know how to use the basic concepts and different marketing aspects in business environment.</p>
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**Predvideni študijski rezultati:**

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**Intended learning outcomes:**

<p>Students will understand basic marketing concepts and differ between marketing aspects in profit and non-profit organisations.</p> <p>Students will implement basic marketing concepts on case studies from companies they work in.</p>
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**Metode poučevanja in učenja:**

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**Learning and teaching methods:**

<ul style="list-style-type: none"> <li>• Lectures</li> <li>• Seminar exercises</li> <li>• Individual study work</li> </ul>
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**Načini ocenjevanja:**

Delež (v %) /

Weight (in %)

**Assessment:**

	90	Type (examination, oral, coursework, project):
	10	<ul style="list-style-type: none"> <li>• Written examination</li> <li>• Successfully completed obligations determined in seminar exercises</li> </ul>