



### UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	Mednarodni marketing
<b>Course title:</b>	International marketing

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 1. st VS	Mednarodno poslovanje s tujimi jeziki / International business with foreign languages Mednarodno poslovanje s trajnostnim razvojem / International business with sustainability	2	3, 4

<b>Vrsta predmeta</b> Course type	Obvezni/obligatory
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<b>Univerzitetna koda predmeta</b> University course code	B-2-IM
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Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj Total contact hours	Samostojno delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
60		80	140	140	280	10

<b>Nosilec predmeta / Lecturer:</b>	prof. dr. Svetlana Mihić
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<b>Jeziki</b>	<b>Languages</b>
Predavanja/vaje: slovenski, angleški	Lectures/tutorial: Slovene, English

<b>Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:</b>	<b>Prerequisites:</b>
Opravljena seminarska naloga	Completed seminar paper



<b>Vsebina:</b>	<b>Contents (Syllabus outline):</b>
<ul style="list-style-type: none"><li>- Razvoj marketinga, pojem marketinga</li><li>- Informacije za potrebe marketinga v mednarodnem okolju</li><li>- Vedenje potrošnikov</li><li>- Marketinška segmentacija</li><li>- Izdelki in blagovne znamke</li><li>- Upravljanje s cenami</li><li>- Distribucija</li><li>- Marketinško komuniciranje</li><li>- Promocija</li><li>- Oglaševanje</li><li>- Odnosi z javnostmi</li><li>- Osebna prodaja</li><li>- Strateški marketing</li><li>- Vloga managerja pri marketingu</li><li>- Kontroling in marketing</li><li>- Etika in kultura marketinga v tujih okoljih</li><li>- Trženje z odnosi</li></ul>	<ul style="list-style-type: none"><li>- Market development, marketing concept</li><li>- Information for the needs of marketing in international environments</li><li>- Customer behaviour</li><li>- Marketing segmentation</li><li>- Products and brands</li><li>- Management of prices</li><li>- Distribution</li><li>- Marketing communication</li><li>- Promotion</li><li>- Advertising</li><li>- Public relations</li><li>- Personal sales</li><li>- Strategic marketing</li><li>- Role of manager in marketing</li><li>- Marketing</li><li>- Controlling</li><li>- Ethics and culture of marketing in foreign environments</li><li>- Service marketing</li></ul>

<b>Temeljni literatura in viri / Readings</b>
<p>Churchill G.A., Brown T.J.: <i>Basic marketing research</i>. Australia: Thomson: South Western, 2007.</p> <p>Gillespie K., Jeannet J.P.: <i>Global marketing</i>. Boston (Mass.), New York: Houghton Mifflin, 2007.</p> <p>Makovec Brenčič M., Hrastelj T.: <i>Mednarodno trženje</i>. Ljubljana: Ekonomska fakulteta, 2006.</p> <p>Izvajalci predmeta bodo sproti pripravljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in zaposlitve.</p> <p>Lecturers will continuously prepare textbooks adapted to the needs of the syllabus, programme, field of activity and employment possibilities.</p>

<b>Cilji in kompetence:</b>	<b>Objectives and competences:</b>
Cilj predmeta je usposobiti študente za razumevanje osnovnih konceptov, procesov in metod marketinga.	Objectives of the course are to teach students to understand the basic concepts, processes and marketing methods.



<b>Predvideni študijski rezultati:</b>	<b>Intended learning outcomes:</b>
<p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"><li>- razumeti vlogo in pomen marketinga v sodobnih organizacijah</li><li>- iskati informacije za potrebe marketinga</li><li>- razložiti in uporabiti osnovne pojme marketinške segmentacije</li><li>- načrtovati in povezovati posamezna marketinška orodja s ciljem njihove uporabe</li></ul>	<p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"><li>- understand the role and significance of marketing in contemporary organizations</li><li>- search for information for the needs of marketing</li><li>- explain and use basic terms of marketing segmentation</li><li>- plan and connect individual marketing tools with the goal of their use</li></ul>
<p><u>Prenosljive / ključne spretnosti in drugi atributi:</u></p> <ul style="list-style-type: none"><li>- Sposobnost timskega dela</li><li>- Sposobnost uporabe marketinških metod v različnih organizacijah</li></ul>	<p><u>Transferable / Key skills and other attributes:</u></p> <ul style="list-style-type: none"><li>- Team work ability</li><li>- Ability to use marketing methods in different organizations</li></ul>

<b>Metode poučevanja in učenja:</b>	<b>Learning and teaching methods:</b>
<ul style="list-style-type: none"><li>- Predavanja z aktivno udeležbo študentov (diskusija)</li><li>- Študijski primeri</li></ul>	<ul style="list-style-type: none"><li>- Lectures with active student participation (discussion)</li><li>- Case studies</li></ul>

<b>Načini ocenjevanja:</b>	<b>Delež (v %)</b> <b>Weight (in %)</b>	<b>Assessment:</b>
<ul style="list-style-type: none"><li>- seminarska naloga</li><li>- končni pisni izpit</li></ul>	20% 80%	<ul style="list-style-type: none"><li>- seminar paper</li><li>- final written exam</li></ul>

<b>Reference nosilca / Lecturer's references:</b>
<p>Prof.dr Svetlana Mihic, MSc Danijela Dašić Prof.dr Miroslava Filipovic "Labour inequalities in Europe – The case of Serbia." Prague Economic Papers (ISSN 1210-0455 (print), ISSN 2336-730X (online)) In press Impact factor 0,710 MIHIĆ, Svetlana Đ., FILIPOVIĆ, Miroslava, DAŠIĆ, Danijela. Labour inequalities in Europe : the case of Serbia. Prague Economic Papers. 2019, vol. 28, br. 1, str. 86-104, graf. prikazi, tabele. ISSN 2336-730X. <a href="https://www.vse.cz/pep/492?lang=en">https://www.vse.cz/pep/492?lang=en</a>. [COBISS.SR-ID 512788381] <a href="https://pep.vse.cz/search.php?q=MIHIC">https://pep.vse.cz/search.php?q=MIHIC</a> DOI: 10.18267/j.pep.691</p> <p>"Faces of well-being - selected issues" Volume V in November 2021 - in electronic version (e-book). Prof.dr Svetlana Mihic, MSc Jovana Kisin, MSc Jelena Ješić POSSIBILITIES FOR ECONOMIC PROSPERITY WITH APPLICATION OF THE SMART CITY CONCEPT Kierownik Instytutu Naukowo-Rozwojoweg Powiślańska Szkoła Wyższ Kwidzyn Copyright by</p>



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MSc Andrea Vuković, Prof.dr Svetlana Mihić, MSc Ljiljana Miletić, MSc Radmila Čurčić  
**CORPORATE SOCIAL RESPONSIBILITY AS A PART OF CORPORATE PUBLIC RELATIONS IN SERBIA**, časopis **Industrija** Izdavač Ekonomski Institut Beograd pp 159-174 ISSN 0350-0373 ISSN 2334-8526 Vol.44 br4. 2016. CIP 338.45 COBISS.SR-ID 238359 UDK 33  
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MSc Toma Dašić, Prof.dr Svetlana Mihić „**Application of holistic marketing in the formulation of a business concept of agricultural producers from south Serbia**” Economics of Agriculture, Year 69, No. , **2022**, Economics of Agriculture, Year 69, No. 4, 2022, (pp. 1109-1124), Belgrade UDC 658.8:338.435(497.11-13) Экономика

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<http://bsaae.bg.ac.rs/images/Ekonomika%20kompletna/2022/EP%204-2022lq.pdf>

<https://www.iep.bg.ac.rs/sr/izdanja/casopisi/ekonomika-poljoprivrede-casopis/ekonomika-poljoprivrede>

Prof.dr Svetlana Mihić MSc Danijela Dašić, Verifikacija vs falsifikacija časopis Kultura polisa Beograd 2018, Godina XV broj 35 2018 strane 545 -565 Izdavač Institut za evropske studije Beograd COBISS.SR-ID 199568391 УДК 339.9:336.71 UDK 316.334.56:008 ISSN 1820-4589  
<https://kpolisa.com/index.php/kp/article/view/456>