



IBS Mednarodna poslovna šola Ljubljana

Mencingerjeva 7
1000 Ljubljana

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OPIS PREDMETA /COURSE SYLLABUS	
Predmet:	Mednarodni marketing
Course title:	International marketing

Študijski program/stopnja Study programme/level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mednarodno poslovanje 6.1	International business	2	3, 4

Vrsta predmeta: obvezni/izbirni Course type: obligatory/elective	Obvezni/obligatory
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Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Kontaktne ure skupaj/total contact hours	Samost. delo Individual hours	Kontaktne in individualne ure skupaj (total)	ECTS
60		80	140	140	280	10

Nosilec predmeta / Lecturer:	Doc. dr. Damjana Jerman
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Jeziki	Languages
Predavanja/vaje: slovenski, angleški	Lectures/tutorial: Slovene, English

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

Vsebina	Contents (Syllabus outline):
Razvoj marketinga, pojem marketinga Informacije za potrebe marketinga v mednarodnem okolju Vedenje potrošnikov Marketinška segmentacija Izdelki in blagovne znamke Upravljanje s cenami Distribucija Marketinško komuniciranje Promocija Oglaševanje Odnosi z javnostmi	Market development, marketing concept Information for the needs of marketing in international environments Customer behaviour Marketing segmentation Products and brands Management of prices Distribution Marketing communication Promotion Advertising Public relations



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Osebna prodaja Strateški marketing Vloga managerja pri marketingu Kontroling in marketing Etika in kultura marketinga v tujih okoljih Trženje z odnosi	Personal sales Strategic marketing Role of manager in marketing Marketing Controlling Ethics and culture of marketing in foreign environments Service marketing
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<p>Temeljni študijski viri / Readings:</p> <p>Churchill G.A., Brown T.J.: Basic marketing research. Australia: Thomson: South Western, 2007.</p> <p>Gillespie K., Jeannet J.P.: Global marketing. Boston (Mass.), New York: Houghton Mifflin, 2007.</p> <p>Makovec Brenčič M., Hrastelj T.: Mednarodno trženje. Ljubljana: Ekonomska fakulteta, 2006.</p> <p>Izvajalci predmeta bodo sproti pripravljali učna gradiva, ki bodo prilagojena potrebam učnega načrta, programa, stroke in možnosti zaposlitve.</p> <p>Lecturers will continuously prepare textbooks adapted to the needs of the syllabus, programme, field of activity and employment possibilities.</p>
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<p>Cilji in kompetence:</p> <p>Cilj predmeta je usposobiti študente za razumevanje osnovnih konceptov, procesov in metod marketinga.</p>	<p>Objectives and competences</p> <p>Objectives of the course are to teach students to understand the basic concepts, processes and marketing methods.</p>
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<p>Predvideni študijski rezultati:</p> <p>Znanje in razumevanje: <u>Po zaključku tega predmeta bo študent sposoben:</u></p> <ul style="list-style-type: none"> - razumeti vlogo in pomen marketinga v sodobnih organizacijah - iskati informacije za potrebe marketinga - razložiti in uporabiti osnovne pojme marketinške segmentacije - načrtovati in povezovati posamezna marketinška orodja s ciljem njihove uporabe <p><u>Prenosljive / ključne spretnosti in drugi</u></p>	<p>Intended learning outcomes:</p> <p>Knowledge and understanding: <u>On completion of the course students will be able to:</u></p> <ul style="list-style-type: none"> - understand the role and significance of marketing in contemporary organizations - search for information for the needs of marketing - explain and use basic terms of marketing segmentation - plan and connect individual marketing tools with the goal of their use
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atributi: <ul style="list-style-type: none">- Sposobnost timskega dela- Sposobnost uporabe marketinških metod v različnih organizacijah	Transferable / Key skills and other attributes: <ul style="list-style-type: none">- Team work ability- Ability to use marketing methods in different organizations
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Metode poučevanja in učenja: <ul style="list-style-type: none">• Predavanja z aktivno udeležbo študentov (diskusija)• Študijski primeri	Learning and teaching methods: <ul style="list-style-type: none">• Lectures with active student participation (discussion)• Case studies
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Načini ocenjevanja: <ul style="list-style-type: none">- seminarska naloga- končni pisni izpit	Delež (v %) Weight (in %) 20 % 80 %	Assessment: <ul style="list-style-type: none">- Seminar paper- Final written exam
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