| UČNI NAČRT PREDMETA / COURSE SYLLABUS | |
|---|---|
| **Predmet:** | **Trženje in blockchain tehnologija** |
| **Course title:** | **Marketing and blockchain technology** |

| Študijski program in stopnja<br>Study programme and level | Študijska smer<br>Study field | Letnik<br>Academic year | Semester<br>Semester |
|---|---|---|---|
| **Mednarodni management -2. stopnja** | | **1** | **2** |
| **International management – 2nd** | | **1** | **2** |

**Vrsta predmeta / Course type** **izbirni/elective**

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

| Predavanja<br>Lectures | Seminar<br>Seminar | Vaje<br>Tutorial | Klinične vaje<br>work | Druge oblike študija | Samost. delo<br>Individ. work | ECTS |
|---|---|---|---|---|---|---|
| **30** | | **20** | | | **100** | **6** |

**Nosilec predmeta / Lecturer:** doc. dr. Lidija Kodrin

| Jeziki / Languages: | | |
|---|---|---|
| | **Predavanja / Lectures:** | **slovenščina/Slovenian** |
| | **Vaje / Tutorial:** | |

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

**Prerequisits:**

**Vsebina:**

- Opredelitev sodobnega trženja
- Strateško trženjsko načrtovanje
- Analiza trženjskega okolja: možnosti uporabe BCT.
- Cilji in strategije trženja
- Oblikovanje trženjskega spleta s poudarkom na uporabi BCT.
- Posebna področja trženja

**Content (Syllabus outline):**

- Marketing for the 21st Century.
- The Strategic Marketing Planning Process.
- Scanning the Marketing Environment: The possibilities of BCT usage.
- Marketing Objectives and Marketing Strategies.
- Marketing Mix with an emphasis on the use of BCT.
- Special marketing topics.

**Temeljni literatura in viri / Readings:**

**Temeljna literatura /basic literature**

1. Kotler, Philip, Kartajaya, Hermawan, Setiawan, Iwan. (2021). Marketing 5.0: Technology for Humanity. Wiley. ISBN-13: 978-1119668510.
2. Rohit Bansal et al.(2021). Blockchain Technology and Applications for Digital Marketing. IGI Global; 1st edition. IGI Global.

<u>Priporočljiva literatura/Recommended literature</u>

1. Rejeb, A., Keogh, J. G., & Treiblmaier, H. (2020). How blockchain technology can benefit marketing: Six pending research areas. Frontiers in Blockchain, 3(3), 1e12. https://doi.org/10.3389/fbloc.2020.00003.
2. Rohit Bansal et.al. (2021) Blockchain Technology and Applications for Digital Marketing.
3. Kati Suominen. (2019) Revolutionizing World Trade: How Disruptive Technologies Open Opportunities for All (Emerging Frontiers in the Global Economy). Stanford University Press.
4. Tim Haldorsson. (2022). The Only Guide You Need for Crypto & NFT Marketing: Actionable strategies and real-world examples from the leading crypto and NFT marketing agency, Lunar strategy. Lunar Holding LDA.
5. Kalfoglou, Yannis (2022) Blockchain for Business, Routledge, New York.

**Cilji in kompetence:**

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

- sposobnost sledenja načelom celovitosti, sinergije, empatičnosti, sistematičnosti analiziranja, diagnosticiranja, predvidevanja,
- sposobnost načrtovanja timskega dela

**Objectives and competencies:**

**The course mainly contributes to the development of the following general and specific competencies:**

- Capability to follow the principles of integrity, synergy, empathy, systematic analysis, diagnosis, and forecasting.
- Capability to plan teamwork.

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|---|---|
| • zmožnost uporabe temeljnega strokovnega znanja v zvezi z ključnimi problemi v trženju v praksi in v povezavi z BCT.<br>• poznavanje in razumevanje procesov digitalizacije in povezave z BCT,<br>• sposobnost razumevanja in reševanja konkretnih trženjskih problemov z uporabo znanstvenih metod in postopkov, sodobne informacijske in komunikacijske tehnologije in BCT;<br>• zmožnost trženjskega analiziranja, diagnosticiranja in predvidevanja gibanj v različnih okoljih organizacije in znotraj organizacije z uporabo osnovnih kvantitativnih metod;<br>• sposobnost celostnega trženjskega odločanja, ki temelji na komuniciranju s strokovnjaki iz različnih poslovnih funkcij podjetja;<br>• sposobnost celovitega trženjskega ravnanja in odločanja, ki temelji na zakonodaji in internih pravnih aktih podjetja<br>• koherentno obvladanje temeljnega znanja o BCT, pridobljenega pri posameznih predmetih ter sposobnost povezovanja znanja z različnih področij in njegova aplikativna uporaba pri reševanju trženjskih problemov. | • Capability to apply fundamental expertise in relation to the key problems in practice and in relation to BCT.<br>• Knowledge and understanding of digitization processes and the connection with BCT.<br>• Capability to understand and solve concrete marketing problems using scientific methods and procedures, modern information and communication technology, and BCT.<br>• Capability of marketing analysis, diagnostics, and forecasting of trends in different service organization environments using basic quantitative methods.<br>• Capability to make integrated marketing decisions based on communication with experts from various business functions of the company;<br>• Capability to conduct comprehensive marketing and make decisions based on legislation and internal legal acts of the company<br>• Coherent mastery of basic knowledge about BCT acquired in individual courses and the ability to connect knowledge from different fields and its application in solving marketing problems. |

| **Predvideni študijski rezultati:** | **Intended learning outcomes:** |
|---|---|
| Znanje in razumevanje:<br><br>Študent/študentka:<br>• pozna in razume nujnosti in zakonitosti menjalnih procesov, trženja in tržne naravnanosti.<br>• zna uporabljati trženjsko izrazje ter osnovne trženjske koncepte, procese in metode trženja in trženjske instrumente na individualni in organizacijski ravni v okviru menjalnih procesov katerihkoli izdelkov, na katerihkoli trgih. | Knowledge and understanding:<br><br>Student:<br>• knows and understands the imperatives and rules of exchange processes, marketing, and marketing orientation.<br>• is able to use marketing terminology and marketing concepts, processes, marketing methods, and marketing instruments on an individual and organizational level in exchange processes whatever the products involved, and on all market types. |

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|---|---|
| • razume uporabnost blockchain tehnologije v procesih trženja.<br>• zna reševati konkretne probleme na področju trženja z uporabo blockchain tehnologije.<br>• v povezavi z drugimi predmeti razume in reflektira kompleksnost strokovnih in družbenih nalog ter vpliva BCT na posameznika, podjetja ter na družbo. | • understands the applicability of blockchain technology in marketing processes.<br>• is able to solve particular marketing situations by applying blockchain technology.<br>• in relation to other subjects, understands and reflects the complexity of professional and social tasks and the impact of BCT on individuals, companies, and society. |

| **Metode poučevanja in učenja:** | **Learning and teaching methods:** |
|---|---|
| • predavanja z aktivno udeležbo študentov (diskusija, primeri, reševanje problemov, ekskurzija, uporaba interneta in orodij IKT tehnologije);<br>• izdelava aplikativne in interdisciplinarne projektne naloge<br>• analiza člankov v področja BCT ter kritična uporaba njihove vsebine pri izdelavi novih poslovnih BCT modelov v praksi.<br>• E-učenje<br>• Kombiniran način študija | • Lectures with the active participation of students (discussion, examples, problem solving, excursion, use of the Internet and ICT technology tools).<br>• Creation of an applied and interdisciplinary project assignment.<br>• Analysis of articles in the field of BCT and critical use of their content in the creation of new business BCT models in practice.<br>• E-učenje<br>• Kombiniran način študija |

| **Načini ocenjevanja:** | Delež (v %) / Weight (in %) | **Assessment:** |
|---|---|---|
| Ocenjevanje pri predmetu se deli na: | | Assessment for the course is split: |
| • pisni izpit | 70% | • Final exam |
| • projektna naloga | 20% | • Project |
| • sprotno delo | 10% | • Coursework |
| Pri oblikovanju končne ocene predmeta se upoštevajo tiste delne ocene, ki jih študent pridobi do roka, za katerega je razpisana določena obveznost. | | The final mark of the course consists of partial marks a student gets for a particular assignment handed in on time. |

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

KODRIN, Lidija. *Marketing : razumevanje sodobnega trženja : študijsko gradivo, julij 2022*. Ljubljana: MLC Fakulteta za management in pravo Ljubljana, 2022. 296 str., ilustr. [COBISS.SI-ID 118812931]
Kodrin. Lidija. (2021) Strateško trženje, VSPV, Ljubljana; dostopno na https://www.vspv.si/uploads/visoka_sola/gradiva/kodrin_stratesko_trzenje.pdf

MARINOVIĆ MATOVIĆ, Ivana, MANIĆ, Momčilo, KODRIN, Lidija. Entrepreneurship and challenges of digital transformation. V: ĐORĐEVIĆ, Bojan (ur.), KOSTIC, Dragan (ur.), SIMONOVIC, Aleksandar (ur.). *Zbornik radova = Book of proceedings*. Zaječar: Fakultet za menadžment; = Zajecar; Faculty of management, 2021. Str. 515-522, ilustr. ISBN 978-86-84763-05-3. https://www.konferencija2020.komorapirot.com/en/pdf/zbornikradova2020.pdf. [COBISS.SI-ID 68222211]

Kodrin, Lidija. Qualitative research in marketing. V: BELE, Darko (ur.), WEIS, Lidija (ur.). *Sustainable development in a modern knowledge society : collective monograph*. Ljubljana: Ljubljana School of Business, 2021. Str. 77-91, ilustr. ISBN 978-961-7110-02-9. https://www.vspv.si/uploads/visoka_sola/datoteke/mono_2021_-_vspv_b2_slovenia_cover.pdf. [COBISS.SI-ID 70042371]

KODRIN, Lidija. Perceived quality management of educational services from the perspective of parents as stakeholders. *Ekonomìka, ekologìâ, socìum*. 2020, vol. 4, no. 1, str. 41-52, ilustr. ISSN 2616-7107. http://ees-journal.com/index.php/journal/article/view/130/95

KODRIN, Lidija, KREGAR BRUS, Aleksandra, ŠUSTER ERJAVEC, Hana. *Osnove trženja*. 1. izd. Celje: Fakulteta za komercialne in poslovne vede, 2013. 285 str., ilustr. Zbirka Strokovne in znanstvene monografije FKPV. ISBN 978-961-6825-71-9. [COBISS.SI-ID 265775104]