

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Web content management
Course title:

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovno komuniciranje v medkulturnem okolju, magistrski program 2. stopnje		2.	1
Intercultural Business Communication, 2 nd level, postgraduate, Master Degree		2 nd	1 st

Vrsta predmeta / Course type

Mandatory

Univerzitetna koda predmeta / University course code:

IBC06

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	/	/	/	/	170	8

Nosilec predmeta / Lecturer:

Prof.dr.sc. Ivan Strugar

**Jeziki /
Languages:**

**Predavanja /
Lectures:** English
Vaje / Tutorial: English

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

Prerequisites:

Undergraduate knowledge from communication, international communication, digital marketing, business and management studies, capability to deepen and upgrade the knowledge on international business communication in the digital context

Vsebina:

Content (Syllabus outline):

	<p>Introductory to Digital Marketing</p> <ol style="list-style-type: none"> 1. Introductory to Digital Marketing (ICT and Business strategy), History of the web, e-business strategy, The centrality of the website, Cloud computing and EIS, Tools and platforms, Web Design 2. Strategy and communication in an international environment, marketing and Internet <p>Strategic marketing plan</p> <ol style="list-style-type: none"> 3. What market wants, Product and services (position on life cycle), customers and prospects, competitive analyze, price settings, location and sales practices, strengths and weaknesses, advertising and promotion 4. Strategic marketing plan, digital marketing strategy template, developing a content marketing strategy, communication plan, digital advertising plan, social media strategy <p>Content management system and management</p> <ol style="list-style-type: none"> 5. Content management system and management, Content management strategy as team task, The life cycle of the online content 6. Usage of multimedia, the life cycle of the online content 7. The tools in the online communication, Online communities 8. The usage of the main social networking tools, social networks management 9. seo and sem strategies, AI, technology developments and business trends
--	--

Temeljni literatura in viri / Readings:

Selected academic papers:

Makrides A, Vrontis D, Christofi M. The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas. *Business Perspectives and Research*. 2020;8(1):4-20. doi:10.1177/2278533719860016

Noble CH, Mokwa MP. Implementing Marketing Strategies: Developing and Testing a Managerial Theory. *Journal of Marketing*. 1999;63(4):57-73. doi:10.1177/002224299906300406

Your Ultimate Guide to Creating a Marketing Plan in 2022 Guinn

<https://www.fool.com/the-blueprint/marketing-plan/>

Banks David Jr.: The market Plannig Guide Creating a plan to successfully market your business product or service, Sixth edition, Dearborn

<https://www.scribd.com/doc/119752756/The-Business-Planning-Guide-Creating-a-Plan-for-Success-in-Your-Own-Business>

Other selected resources.

Dr Chaffey Dave: Free digital marketing plan template,

<https://www.smartinsights.com/guides/digital-marketing-plan-template/>

Cilji in kompetence:

--

Objectives and competences:

The course intends to guide students to the analysis and deepening of the web content management in an international context and the new ways emerged with internet.
--

Predvideni študijski rezultati:

Znanje in razumevanje:

Intended learning outcomes:

Knowledge and understanding: The student will be able:
<ul style="list-style-type: none">• To understand and evaluate ICT and e-business importance for business and marketing strategy• To understand and evaluate ICT and AI development trends for e-business and marketing strategies• to assess different approaches for marketing strategies• to evaluate different tools for web marketing• to evaluate and analyze use of different tools in marketing strategies• to develop a case for web content management for organisation/team/task

Metode poučevanja in učenja:**Oblike dela:**

- Frontalna oblika poučevanja
 Delo v manjših skupinah oz. v dvojicah
 Samostojno delo študentov
 e-učenje
 drugo (vpišite):

Metode (načini) dela:

- Razlaga
 Razgovor/ diskusija/debata
 Delo z besedilom
 Proučevanje primera
 Igra vlog
 Druge vrste nastopov študentov
 Reševanje nalog
 Študijski obiski podjetij ipd.)
 Vključevanje gostov iz prakse
 Udeležba na okrogli mizi, na konferenci

Learning and teaching methods:**Types of learning/teaching:**

- Frontal teaching
 Work in smaller groups or pair work
 Independent students work
 e-learning
 other (insert):

Teaching methods:

- Explanation
 Conversation/discussion/debate
 Work with texts
 Case studies
 Role-play
 Different presentation
 Solving exercises
 Field work (e.g. company visits)
 Inviting guests from companies
 Attending round table and conference

Delež (v %) /

Načini ocenjevanja:

Weight (in %)

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
Sprotno delo	30	Activities in e-classroom
Projekt	70	Project

Reference nosilca / Lecturer's references:

1. Roblek, Vasja ; Strugar, Ivan ; Meško, Maja ; Pejić Bach, Mirjana ; Jaković, Božidar
E-Democracy Tools Adoption: Experience of Austria, Croatia, Italy, and Slovenia// MIPRO, Skala, K. (ur.). Rijeka, Hrvatska udruga za informacijsku i komunikacijsku tehnologiju, elektroniku i mikroelektroniku - MIPRO, 2020. str. 1329-1335.
2. Bosilj Vukšić, Vesna ; Čurko, Katarina ; Jaković, Božidar ; Milanović Glavan, Ljubica ; Pejić Bach, Mirjana ; Pivar, Jasmina ; Spremić, Mario ; Srića, Velimir ; Stjepić, Ana- Marija ; Strugar, Ivan et al.
Osnove poslovne informatike/ Pejić Bach, Mirjana ; Spremić, Mario (ur.) Zagreb, Ekonomski fakultet Sveučilišta u Zagrebu, 2020.
3. Pejić Bach, Mirjana ; Zoroja, Jovana ; Strugar, Ivan
Investment of European Enterprises in ICT Education of Their Employees: Relationship with Country Competitiveness and Digital Economy Development// MIPRO, Skala, K. (ur.). Rijeka, Hrvatska udruga za informacijsku i komunikacijsku tehnologiju, elektroniku i mikroelektroniku - MIPRO, 2020. str. 743-748.
4. Osmanagić Bedenik, Nidžara ; Strugar, Ivan ; Prebežac, Darko ; Kojić, Vedran
Quantitative and Qualitative Aspects of Non- financial Reporting in Hotel Enterprises in Croatia// Eurasian Economic Perspectives, Proceedings of the 23rd Eurasia Business and Economics Society Conference/ Bilgin, Mehmet ; Danis, Hakan ; Karabulut, Gökhan et al. (ur.). Cham, Springer, 2020. str. 359-385. DOI: 10.1007/978-3-030-40375-1_25
5. Zoroja, J. ; Strugar, I. ; Jaković, B.

- E-Government in Croatia: Perceived Quality and Obstacles Among Young Users// International journal of e-services & mobile applications, 12 (2020) 3; str. 85-97. DOI: 10.480/IJESMA.2020070105
6. Strugar, Ivan ; Pejic-Bach, Mirjana ; Zoroja, Jovana ; Jaković, Božidar
Students' Satisfaction with Google Classroom in Blended-Learning Environment// ICERI proceedings, Gomez Chova, Luis ; Lopez Martinez, Augustin ; Candel Torres, Ignacio (ur.). Sevilla, International Academy of Technology, Education and Development (IATED), 2019. str. 2923-2929.
 7. Osmanagić Bedenik, Nidžara ; Prebežac, Darko ; Strugar, Ivan ; Barišić, Petra
The Challenges of Controlling and IT Support in Non-financial Reporting// International journal of industrial engineering and management, 10 (2019) 1; str. 21-29. DOI: 10.24867/IJEM-2019-1-021
 8. Grbavec, P., Pejic Bach, M., Zoroja, J., Strugar, I., Jaković, B.
Digital economy and society index as the indicator of digital divide in European countries: preliminary cluster analysis// Conference proceedings of the 8th International scientific conference/ Kovač, Tatjana ; Cingula, Marijan (ur.). Celje, Fakulteta za komercialne in poslovne vede, Celje, 2019. str. 29-36.
 9. Milanović Glavan, Ljubica ; Strugar, Ivan
KLJUČNI POKAZATELJI USPJEŠNOSTI ZA PROCESNO ORIJENTIRANA PODUZEĆA: SMJERNICE ZA IDENTIFIKACIJU POKAZATELJA// Zbornik radova (Sveučilište u Mostaru. Ekonomski fakultet), 25 (2019) str. 71-91.
 10. Strugar, Ivan ; Klarin-Petrina, Branka ; Ćurlin, Tamara ; Zoroja, Jovana ; Jaković, Božidar
Travelers purchase journey: ICT usage in Croatia// Conference proceedings of the 8th International scientific conference : Knowledge and business challenges of globalization in 2019/ Kovač, Tatjana ; Cingula, Marijan (ur.). Celje, Fakulteta za komercialne in poslovne vede, Celje, 2019. str. 258-270.
 11. Strugar, Ivan ; Jaković, Božidar ; Ćurko, Katarina
E-government in Croatia – Citizen Adoption and Usage// Proceedings Of The IIER International Conference/ Marakeš, 2018. str. 1-5.
 12. Osmanagić Bedenik, Nidžara ; Strugar, Ivan ; Barišić, Petra ; Prebežac, Darko
THE CHALLENGES OF CONTROLLING AND IT SUPPORT IN NON-FINANCIAL REPORTING// European Academy of Management EURA18 Research in Action/ Posta, Yildiz ; Sitesi, Akin (ur.). Reykjavík, University of Iceland, 2018. 2461, 1.
 13. Osmanagić Bedenik, Nidžara ; Prebežac, Darko ; Strugar, Ivan ; Barišić, Petra
The role of controlling and IT support in non- financial reporting case study / Uloga kontrolinga i IT potpore u nefinancijskom izvještavanju studija slučaja. Zagreb, Naklada Veble; Veble, Svjetlana (ur.), 2018.
 14. Strugar, Ivan ; Ćurlin, Tamara ; Jaković, Božidar
Smart city, Smart destination and Smart cruise ship and how they relate?// An Enterprise Odyssey. International Conference Proceedings/ Zagreb, Ekonomski fakultet Sveučilišta u Zagrebu, 2018. str. 87-90.
 15. Ćurlin, Tamara ; Jaković, Božidar ; Strugar, Ivan
Application of Modern Technology: Perspective of Country Tourism Office// Proceedings of the ENTRENOVA-ENTERPRISE RESEARCH INNOVATION CONFERENCE (Online)/ Udruga za promicanje inovacija i istraživanja u ekonomiji "IRENET", Zagreb, Croatia Hrvatskih iseljenika 1, 10000 Zagreb, Croatia, 2018. 336, 10.
 16. Zoroja, Jovana ; Pejić Bach, Mirjana ; Strugar, Ivan
Development and costs of online shop for SMEs in Croatia// Suvremena trgovina (Zagreb), 41 (2017) 4; str. 13-15.
 17. Osmanagić Bedenik, Nidžara ; Prebežac, Darko ; Strugar, Ivan ; Kojić, Vedran
Nefinancijsko izvještavanje u hotelskim poduzećima u Hrvatskoj / Non-financial reporting in hotel enterprises in Croatia. Zagreb, Naklada Veble; Veble, Svjetlana (ur.), 2017.
 18. Strugar, Ivan ; Knežević, Blaženka ; Sertić, Ana
Modern trends reshaping hotel industry// Conference Proceedings Knowledge and Business Challenge of Globalization 2017/ Kovač, Tatjana ; Cingula, Marijan (ur.). Celje, Fakulteta za komercialne in poslovne vede, Celje, 2017. str. 432-440.
 19. Osmanagić Bedenik, Nidžara ; Strugar, Ivan ; Labaš, Davor ; Kojić, Vedran

Sustainability Reporting in Croatia: The Challenges of Sustainable Business// Sustainability Reporting in Central and Eastern European Companies - International Empirical Insights/ Horváth, Péter ; Pütter, Judith M. (ur.). Cham, Springer. str. 199-214. DOI: 10.1007/978-3-319-52578-5_13

20. Strugar, Ivan ; Mihajlović, Iris ; Jaković, Božidar

Tourist Agencies and Intelligent Destinations// Book of Abstracts, Entrenova 2017, 7-8 September 2017, Dubrovnik, Croatia/ Baćović, Maja ; Milković, Marin ; Pejić Bach, Mirjana et al. (ur.). Zagreb, Udruga za promicanje inovacija i istraživanja u ekonomiji IRENET, 2017. str. 101-101.