

GUIDELINES FOR PREREQUISITE EXAM/NAVODILA ZA DIFERENCIALNI IZPIT

Marketing in Small and Medium Enterprises / Trženje v malih in srednje velikih podjetjih

PROFESSORS/NOSILCI:

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Vsebina:

- Značilnosti in primeri uspešnih podjetnikov.
- Pomen in pristopi k tržni analizi okolja.
- Vedenje sodobnih porabnikov in procesi nakupnega odločanja.
- Mala podjetja in pristopi k tržnemu raziskovanju.
- Segmentiranje trga in pozicioniranje na trgu.
- Digitalni marketing in družbeni mediji
- Uporaba umetne inteligence in podatkovne analitike
- Vsebinski marketing in pripovedovanje zgodb
- Odnosi s strankami in upravljanje izkušenj
- Trajnostni marketing in družbena odgovornost
- Uporaba elementov trženjskega spleta v malem podjetju
- Gverilski marketing

Content:

- Characteristics and examples of successful entrepreneurs.
- The importance and the approaches to the analysis of market environment.
- Consumer behavior and purchase decision-making process.
- Small enterprises and approaches to market research.
- Segmentation and positioning on a market.
- Use of the element of marketing mix in a small enterprise (product, price, distribution, promotions).
- Digital Marketing and Social Media
- AI and Data Analytics in Marketing
- Content Marketing and Storytelling
- Customer Relationships and Experience Management
- Sustainable Marketing and Corporate Social Responsibility

Temeljna literatura in viri / Readings:

Obvezna/Required

- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing: Strategy, Implementation, and Practice. Pearson.

- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.
- Ryan, D. (2020). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.

Načini ocenjevanja: Ustni izpit

Assessment: Oral exam

Date/datum: 22.4.2026

Signature/podpis: Prof. Dr. Jaka Vadnjal