# Detaljni izvedbeni plan

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| **Akademska godina:**<br>2025/2026 | **Semestar:**<br>Zimski |
| **Godina studija:**<br>1 | **Studiji:**<br>Komunikologija (R) (izborni) (Prijediplomski)<br>Primaljstvo (R) (izborni) (Prijediplomski) |

## I. OSNOVNI PODACI O KOLEGIJU

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| **Naziv kolegija:** Marketing Communications in the Digital Age | |
| **Kratica kolegija:** IZBP267 | |
| **ECTS bodovi:** 4 | **Šifra kolegija:** 279768 |
| **Preduvjeti za upis kolegija:** Nema | |
| *Ukupno opterećenje kolegija* | |
| **Vrsta nastave** | **Ukupno sati** |
| Predavanje | 30 |
| Seminar | 15 |
| **Mjesto i vrijeme održavanja nastave:** HKS – prema objavljenom rasporedu | |

## II. NASTAVNO OSOBLJE

*Nositelj kolegija*

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| **Ime i prezime:** Ciboci Perša Lana | |
| **Akademski stupanj/naziv:** | **Izbor:** izvanredni profesor |
| **Kontakt e-mail:**<br>lana.persa@unicath.hr | **Telefon:** |
| **Konzultacije:** Prema objavljenom rasporedu | |

*Suradnici na kolegiju*

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| **Ime i prezime:** Tutek Natalia | |
| **Akademski stupanj/naziv:** | **Izbor:** naslovni docent |
| **Kontakt e-mail:**<br>nanic@vsfp.hr | **Telefon:** |
| **Konzultacije:** Prema objavljenom rasporedu | |

## III. DETALJNI PODACI O KOLEGIJU

**Jezik na kojem se nastava održava:** English

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| **Opis kolegija** | The course aims to provide students with an understanding of basic marketing concepts and an analysis of the elements of the marketing mix. Students will be able to evaluate marketing strategies and tactics with a deeper understanding of market circumstances. Based on the specifics, importance, and significance of individual forms of the promotional mix, students will be able to recommend different marketing strategies considering environmental conditions and recognize the advantages and disadvantages of various media for marketing communication. |
| **Očekivani ishodi učenja na razini kolegija** | 1. Recognize and explain the role of marketing in strategic planning.<br>2. Analyze and compare appropriate marketing processes according to market types, participants, and other market factors.<br>3. Critically assess the quality of implementation of certain elements of the marketing mix.<br>4. Recommend various communication activities considering the needs of the target audience. |
| *Literatura* | |
| **Obavezna** | 1. Kotler P., Keller K.L., Marketing Management, 15 th Edition, Pearson 2014.<br>2. Kotler, P., Armstrong, G, Wong, V. and Saunders, J. (2020), *Principles of Marketing 8th European edn*, Harlow: Pearson Education Limited. |
| **Dopunska** | 1. Rowles, D. (2020), *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement.* 2nd edn. London: Kogan Page Limited.<br>2. Ryan, D. and Jones, C.: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* |
| *Način ispitivanja i ocjenjivanja* | |

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| **Polaže se** DA | **Isključivo kontinuirano praćenje nastave** NE | **Ulazi u prosjek** DA |

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| **Preduvjeti za dobivanje potpisa i polaganje završnog ispita** | 1. Regular class attendance – attendance at at least 70% of classes according to the study program and the implementation curriculum.<br>2. Obtaining a minimum success rate of 35% during classes within the given teaching activities. |
| **Način ocjenjivanja** | sufficient (2) – 50 – 64 .9%;<br>good (3) – 65 – 79.9%;<br>very good (4) – 80 – 89.9%;<br>excellent (5) – 90% and above |
| **Način polaganja ispita** | 1. Participation in exercises.<br>2. Writing two midterm exams during the semester. |

**Detaljan prikaz ocjenjivanja unutar Europskoga sustava za prijenos bodova**

| ACTIVITY TYPE | ECTS Student Workload Coefficient | GRADE PERCENTAGE (%) |
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|---|---|---|
| Class Attendance | 0,5 | 0 |
| Seminar Presentation | 0,5 | 25 |
| Midterm Exam | 1 | 25 |
| Midterm Exam | 1 | 25 |
| **Total in Class** | **3** | **75** |
| Final Exam | 1 | 25 |
| **TOTAL ECTS**<br>**(Classes + Final Exam)** | **4** | **100** |

## IV. TJEDNI PLAN NASTAVE

*Predavanja*

| # | Tema |
|---|---|
| 1 | Introduction - introducing students to the content and objectives of the course and student obligations. |
| 2 | Introduction to marketing - basic principles of the marketing concept. |
| 3 | Marketing mix 4P – product, price, place, promotion. |
| 4 | Service marketing - specificities of services in relation to products, consequences in marketing. |
| 5 | Extended marketing mix 7P – product, price, place, promotion, people, physical elements, processes. |
| 6 | Market research and SWOT analysis - strengths, weaknesses, opportunities and threats. |
| 7 | STP process – segmentation, targeting, positioning. |
| 8 | Midterm exam 1. |
| 9 | Integrated marketing communication -process used to unify marketing communication elements, such as public relations, social media, and advertising, into a brand identity that remains consistent across media channels. |
| 10 | Consumer behavior – loyalty. |
| 11 | Customer relationship management. |
| 12 | Digital environment - social networks and digital channels. |
| 13 | Digital marketing. |
| 14 | Advertising and managing client relations in a digital environment. |
| 15 | Midterm exam 2. |

*Seminari*

| # | Tema |
|---|---|
| 1 | Marketing all around us. |
| 2 | Traditional vs. Modern marketing. |
| 3 | Creating 4P on example. |
| 4 | The difference between product marketing vs. service marketing. |
| 5 | Creating 7P on example. |
| 6 | Creating a SWOT analysis on an example. |
| 7 | Application of the STP process on an example. |
| 8 | Preparing for midterm exam 1. |
| 9 | Mass advertising vs. One-to-one communication. |
| 10 | Loyalty programs. |
| 11 | Communication skills. |
| 12 | Social dilemma. |
| 13 | Gamification. |
| 14 | Direct communication on social media. |
| 15 | Preparing for midterm exam 2. |