Detaljni izvedbeni plan

Akademska godina: 2026/2027	**Semestar:** Zimski
Godina studija: 1	**Studiji:** Komunikologija (R) (izborni) (Prijediplomski) Primaljstvo (R) (izborni) (Prijediplomski)

I. OSNOVNI PODACI O KOLEGIJU

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	
Ime i prezime: Ciboci Perša Lana	
Akademski stupanj/naziv:	**Izbor:** izvanredni profesor
Kontakt e-mail: lana.persa@unicath.hr	**Telefon:**
Konzultacije: Prema objavljenom rasporedu	
Suradnici na kolegiju	
Ime i prezime: Tutek Natalia	
Akademski stupanj/naziv:	**Izbor:** naslovni docent
Kontakt e-mail: nanic@vsfp.hr	**Telefon:**
Konzultacije: Prema objavljenom rasporedu	

III. DETALJNI PODACI O KOLEGIJU

Jezik na kojem se nastava održava: English

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. 2. Analyze and compare appropriate marketing processes according to market types, participants, and other market factors. 3. Critically assess the quality of implementation of certain elements of the marketing mix. 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. 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. 2. Ryan, D. and Jones, C.: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*
Način ispitivanja i ocjenjivanja	

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

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. 2. Obtaining a minimum success rate of 35% during classes within the given teaching activities.
Način ocjenjivanja	sufficient (2) – 50 – 64 .9%; good (3) – 65 – 79.9%; very good (4) – 80 – 89.9%; excellent (5) – 90% and above
Način polaganja ispita	1. Participation in exercises. 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 (%)

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 **(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.