

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Spletno komuniciranje in odnosi z javnostmi
Course title: Web Communications and Public Relations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Računalništvo in spletne tehnologije, visokošolski strokovni študijski program prve stopnje	-	Drugi ali tretji	Četrty ali šesti
Computer Science and Web Technologies, first cycle Professional Study Programme	-	Second or third	Fourth or sixth

Vrsta predmeta / Course type

Izbirni / Elective

Univerzitetna koda predmeta / University course code:

2-RST-VS-IP-SKOZJ-2016-10-01

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
30	-	45	-	-	105	6

Nosilec predmeta / Lecturer:

Jeziki / Languages:

Predavanja / Lectures: Slovenski / Slovenian, Angleški / English

Vaje / Tutorial: Slovenski / Slovenian, Angleški / English

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

Študent/študentka mora pred pristopom k izpitu pripraviti in zagovarjati seminarsko nalogo.

Prerequisites:

Prior to the exam, the student has to prepare and defend seminar work.

Vsebina:

- Uvod: predstavitev predmeta, njegovih ciljev in kompetenc, predstavitev literature in dodatnih virov za študij ter principa samostojnega iskanja virov.
- Sodobne teorije komuniciranja.
- Zgodovinski in družbeni pregled razvoja interneta: tehnološki razvoj medija in njegova umestitev v družbeni kontekst.

Content (Syllabus outline):

- Introduction: the course, its objectives and competencies, presentation of literature and additional resources for the study and the principle of individual sources research.
- Contemporary theories of communication.
- Historical and Social Survey of Internet development: technological

<ul style="list-style-type: none"> • Ključne lastnosti spleta: spoznavanje lastnosti interaktivnosti; vmesniki, programska orodja, spletne platforme. • Osnove integriranega tržnega komuniciranja: osnovni pojmi trženja in odnosov z javnostmi; modeli načrtovanja tržnega komuniciranja. • Psihologija trženja: spoznavanje psiholoških teorij ter struktur za analizo potrošnika in načrtovanje trženja; spoznavanje faz nakupnega procesa. • Posebnosti spletnega integriranega tržnega komuniciranja: predstavitev koncepta integriranega on-line in off-line komuniciranja, s poudarkom na načrtovanju in analizi. • Pomen spletnih iskalnikov: mesto spletnih iskalnikov v sodobnem spletnem komuniciranju. • Družbeni e-mediji: družbeni kontekst družbenih e-medijev ter njihovo mesto v vsakdanjem življenju; posebnosti poslovnega komuniciranja preko družbenih medijev. • Spletno oglaševanje: klasifikacija in poslovni modeli spletnega oglaševanja; kontekstualno oglaševanje. • Odnosi z javnostmi na spletu in preko mobilnih platform: pregled posebnosti odnosov z javnostmi preko e-medijev in mobilnih platform. 	<p>development of the media and its placement in a social context.</p> <ul style="list-style-type: none"> • Key features of the internet: learning about the characteristics of interactivity, interfaces, software tools, web-based platforms. • Basics of integrated marketing communication: basic concepts of marketing and public relations, marketing communication planning models. • Marketing Psychology: understanding the psychological theories and structures for the analysis of consumer and marketing planning, familiarization with phases of the purchase process. • Specialties of online integrated marketing communication: presentation of the concept of integrated on-line and off-line communication, focusing on design and analysis. • The importance of search engines: web site search engines in the modern online communication. • Social Media: The social context of social media and their place in everyday life; specifics of business communication through social media. • Online advertising: business models and the classification of online advertising, contextual advertising. • Public relations online and on mobile platforms: a review of specifics of public relations through e-media and mobile.
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Temeljni literatura in viri / Readings:

- ULE, MIRJANA in KLINE, MIRO (1996) *Psihologija tržnega komuniciranja*. Ljubljana: FDV.
- CAYWOOD, CLARKE L. (ur.) (2011) *The Handbook of Strategic Public Relations & Integrated Marketing Communications 2/E*. Boston: McGraw-Hill.
- GRONSTEDT, ANDERS (2000) *The Customer Century: Lessons from World Class Companies in Integrated Communications*. New York: Routledge.
- KAUSHIK, AVINASH (2009) *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity*. Indianapolis: Wiley.

Cilji in kompetence:

Učna enota prispeva k razvoju naslednjih splošnih in predmetno-specifičnih kompetenc:

Splošne kompetence:

- sposobnost fleksibilne uporabe znanja v praksi
- poznavanje spletnih poslovnih modelov
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki jih ponuja spletna tehnologija
- poznavanje in razumevanje interakcij med informacijsko komunikacijsko tehnologijo in posameznikom

Predmetno-specifične kompetence:

- razumevanje različnih pogledov na komuniciranje in njihova aplikacija na praktično poslovno okolje
- sposobnost spoznavanja in uporabe aktualnih tehnoloških konceptov in praks ključnih informacijsko komunikacijskih tehnologij
- razumevanje poslovnega, komunikacijskega in marketinškega konteksta, v katerem so uporabljene tehnične rešitve

Objectives and competences:

The instructional unit contributes to the development of the following general and subject-specific competences:

General competences:

- ability for flexible use of knowledge in practice
- knowledge of online business models
- ability to identify and exploit opportunities offered by Web technology
- knowledge and understanding of the interaction between information and communication technology and individuals

Subject-specific competences:

- understanding the different perspectives on communication and their application to practical business environment
- ability to use current knowledge and technology concepts and practices of key information and communication technologies
- understanding of business, communication and marketing context in which technical solutions are used

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- razume različne poglede na komuniciranje in analizira vlogo in pomen komuniciranja v poslovnem modelu
- ima sposobnost spoznavanja in uporabe aktualnih tehnoloških konceptov in praks ključnih informacijsko komunikacijskih tehnologij
- razume osnovne trženjske pristope in jih zna aplicirati pri izvedbi enostavnih poslovnih projektov
- pri načrtovanju spletnih aplikacij, produktov ali projektov zna uporabiti koncepte psihologije potrošnika ter ustrezno usmerjati razvoj
- pozna sodobne oblike spletnega oglaševanja in trženja ter njihove

Intended learning outcomes:

Knowledge and understanding:

The student:

- understands various views on communication and can analysis role and meaning of communication in business environment
- has capability of understanding and usage of contemporary technological concepts and practical use of key information and communication technologies
- understands basic marketing approaches and is able to apply them in execution of simple business projects
- is able to use consumer psychology concepts in planning web applications, products or projects and can guide development accordingly

posebnosti ter je sposoben voditi najenostavnejše oblike odnosov z javnostmi na spletu

- is acquainted with contemporary models of web advertising and marketing and its specialties and is able to develop basic forms of public relations on the web

Metode poučevanja in učenja:

- *predavanja* z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov)
- *seminarske vaje* (refleksija z lastnimi izkušnjami, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija)

Learning and teaching methods:

- *lectures* with active student participation (explanation, discussion, questions, examples problem solving)
- *seminars* (reflexion about experiences, project work, team work, method of critical thinking, discussion)

Delež (v %) /

Weight (in %)

Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> • seminarska naloga na vajah • pisni izpit 	<p>35</p> <p>65</p>	<ul style="list-style-type: none"> • tutorial work • written exam