SLOVENSKO
OGRODJE
KVALIFIKACIJ

Magister poslovnih ved/magistrica poslovnih ved

Selected qualifications

Name of qualification	Magister poslovnih ved/magistrica poslovnih ved
Translated title (no legal status)	Master of Arts of Business Sciences
Type of qualification	Diploma druge stopnje
Category of qualification	Izobrazba
Type of education	Master's education
Duration	2 years
Credits	120 credits
Admission requirements	Eligible to enrol in this master’s study programme is anyone who has completed: • any first-cycle study programme. Anyone who has attained equivalent education abroad may also enrol in the programme.

ISCED field

Field
Poslovne in upravne vede, pravo

ISCED subfield

subfield marketing in oglaševanje

Qualification level

SQF 8
EQF 7
Second level

Learning outcomes

The qualification holder will be able to:

General competences:

- the use of acquired knowledge for successful planning of the marketing strategy in both the domestic and international environments,
- the knowledge of the subject matter and of basic and advanced methodologies for the research of the field of marketing,
- the ability to make a note of a problem, analyse it and foresee operational solutions in marketing processes
- the knowledge and use of analytical techniques to control databases (CRM)
- full command of standard methods, procedures and processes in the field of marketing,
- the development of a moral and ethical sense of honesty, precision and diligence in work,
- the planning of complex integrated marketing communications projects,
- the understanding of price strategies and ways of creating value for all stakeholders through creating happiness of everyone involved,
- the understanding of relationships and communications within a company, between a company and its business environment or social environment – systemic outlook and socially responsible marketing and marketing communications,
- the development and use of new marketing approaches in the virtual media world and the ability to operate in the digital marketing environment,
- confident use of the selected statistical tools to solve problems in the field of marketing, knowledge of the research process in the field of marketing and marketing activities, and the knowledge of a wide range of the most frequently used research methods in the field of marketing. The ability to conduct field research and acquire appropriate primary and secondary data. The knowledge of various research models, the development of surveys, in-depth interview, focus groups, content analysis, observation data and experiments. The knowledge of qualitative and quantitative research methods with emphasis on quantitative approaches, such as basic statistical testing, variance analysis, regression analysis, cluster analyses and factor analysis,
- the development of competences and skills in a specific field of expertise,
- the ability to develop marketing strategies for buyers, users and different types of public, with emphasis on the delimitation between strategic planning and identification of target markets,
- in-depth knowledge of the particularities in the marketing of services
- in-depth knowledge of consumer behaviour with elements of neuro-marketing
- the ability to develop new products and manage brands
- the ability of complex planning of marketing communication activities in an organisation
- the development of competences and skills required for creative marketing,
- the capacity to understand international business operations and functioning in major world

markets,
- the capacity to verify and evaluate achievements in the field of marketing, the ability to use advanced metrics in marketing.

Subject-specific competences:

- the development of a competitive and strategic marketing mindset, critical involvement in the European and global societies, their development and the resolving of their problems;
- the ability to provide expert justification and proof supporting the proposed measures aimed at allowing a company to achieve better cost efficiency;
- the ability to either lead or take part in process groups and various projects focused on renovating business processes, including, inter alia, methodological knowledge for marketing digitalisation procedures,
- the knowledge of analytical tools for customer analyses,
- the ability to use problem-oriented and analytical thinking to identify and define a research problem, and to plan for an appropriate research approach to solve it;
- the ability to study, analyse and plan the opportunities for accelerated introduction of digital marketing,
- the capacity to draft a plan for an empirical research study, to carry out a research project and prepare research results in a form that is suitable for publication in relevant periodicals;
- the ability to recognise, manage and constantly improve processes in an organisation,
- the understanding of the role of organisational change and the ability to use agile management and strategic planning methods in the management of innovations, and the understanding of the role of the individual and the group in innovation processes;
- the identification of the need for change and development, communication abilities and skills to participate in a team, and the ability to use one’s knowledge creatively in the business environment ;
- the ability to use the methods and tools to solve actual problems;
- the knowledge and understanding of organisational behaviour, which combines notions from economics, psychology and sociology, the development of the ability to understand and have full control over the decisions taken in a company or other complex organisations;
- the understanding of consumer behaviour and what it means when an organisation is market-oriented or oriented towards the consumer. The awareness that a crucial element in the development of a marketing strategy is to understand the importance of satisfying the customers’ needs,
- the knowledge of successful business models in the digital environment and the understanding of the particularities of marketing in the digital environment and differences in conduct of online consumers,
- the ability to develop new products and to manage brands;
- the knowledge of the particularities of the processes of providing services; the management of quality of services and relationships; and the knowledge of the organisational aspects of marketing in companies providing services;
- The knowledge of the particularities of managing non-profit organisations and marketing in non-profit organisations;
- The knowledge of key marketing strategies and issues that organisations (including non-profit) must deal with, an in-depth and critical insight. The knowledge and understanding of the main steps of the strategic management of the markets, with a special emphasis on alternative strategies and results. An in-depth understanding of marketing strategies, the development of appropriate analytical abilities, the capacity of critical reflection on marketing strategies, and to adopt strategic decisions to apply in individual business situations;
- The knowledge of the array of integrated frameworks and tools for efficient planning and management of strategies, processes and organisational structures required for innovations. Ensured knowledge of conceptual tools to understand nature and the characteristics of various types of innovations, as well as practical notions of how to shape and manage a new development process

of a product.

Assessment and completion

Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5–1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

Progression

A student can progress to a higher year of the programme if he/she fulfilled obligations equalling at least 30 ECTS.

Transitions

Third-cycle doctoral study programmes (SQF level 10)

Condition for obtaining certificate

Conditions for the completion of the study course include the completion of all obligations set out in the study programme.

Awarding body

B2, Ljubljana School of Business

URL

https://www.vspv.si/en/about-school