UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	**Metode trženja nepremičnin**
Course title:	**Methods of Real Estate Marketing**

Študijski program in stopnja **Study programme and level**	**Študijska smer** **Study field**	**Letnik** **Academic year**	**Semester** **Semester**
Pravo in management infrastrukture in nepremičnin 1. stopnje		2	1
Law and Management of Infrastructure and Real Estate 1st Degree		2	1

Vrsta predmeta / Course type:	Obvezni/Mandatory
Koda predmeta /Course code:	

Predavanja **Lectures**	**Seminar** **Seminar**	**Vaje** **Tutorial**	**Druge oblike študija** **Other type study**	**Samost. delo** **Individual work**	**ECTS**
30	0	25	0	70	5

Nosilec predmeta / Lecturer:		izr. prof. dr. Boštjan Aver/Assoc Prof Boštjan Aver
Jeziki/Languages:	Predavanja / Lectures:	slovenski jezik/Slovenian
	Seminar / Seminar:	slovenski jezik/Slovenian

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

Zahteva se vsaj 80 % prisotnost na predavanjih in vajah.

Prerequisites:

At least 80% attendance at lectures and tutorials is required.

Vsebina:

Predmet Metode trženja nepremičnin na dodiplomski ravni študija obravnava predvsem naslednje tematike.

Strategija trženja predstavlja plan, kako zasledovati cilje podjetja v posameznem tržnem segmentu in je pomembna pri naslednjih odločitvah:

- kako segmentirati trg (nepremičnin),
- na katere segmente kupcev ciljati,
- katere izdelke ali storitve ponuditi kateremu izmed segmentov,
- kakšno obliko promocije izbrati in v katerih medijih oglaševati nepremičnine,
- kakšne cene nepremičnin zaračunavati kupcem itd.

Orodja:

- produkt,
- prodajna cena nepremičnine,
- promocija in tržna komunikacija,
- prodajne poti pri prodaji nepremičnin,
- procesi in postopki,
- udeleženci trga nepremičnin,
- fizično okolje itd.

Ključni kupci nepremičnin:
zavedanje in ustrezno ravnanje, posvečanje itd.

Content (Syllabus outline):

Methods of Real Estate Marketing at the undergraduate level of the study in particular analise following themes.

Marketing strategy is the plan, how the pursuit of the objectives of the company in a particular market segment and is an important by the next decisions:

- how to segment real estate market;
- on which segments of customers target;
- what products or services to offer any of the segments;
- what form of promotion select and in which media advertise real estate;
- what real estate prices charged to customers, etc.

Tools:

- product,
- sales price of real estate,
- promotion and marketing communication,
- sales channels for the real estate,
- the processes and procedures,
- real estate participants,
- the environment, etc.

Sodelovanje z zunanjo agencijo (prednosti in slabosti, kako sodelovati?): Bomo tržno strategijo sposobni zastaviti in nato izpeljati sami, ali pri tem potrebujemo pomoč agencije? Kako se lotiti sodelovanja, priprava izhodišč? Priprava izhodišč za izdelavo oglasnih sporočil: cilji, ki jih s sporočili želimo doseči (povečanje zavedanja, prodajni učinki ali krepitev blagovne znamke). S pomočjo praktičnih primerov soočiti se z izzivi sodobnih promocijskih in prodajnih kanalov. Ciljno vodenje in spremljanje prodaje: doseganje prodajnih ciljev z aktivnostmi, ki vodijo k uresničitvi ciljev.	The key buyers of immovable property: • awareness and proper handling, paying… Cooperation with external agency (strengths and weaknesses, how to participate?): • Are we capable to derive marketing strategy or that we need the help of the agency? • Addressing cooperation, preparation of the platform? Preparation of the platform for the production of advertisements: • objectives, with messages we want to achieve (increase awareness, sales effects or the strengthening of the brand). By means of practical examples to face the challenges of modern promotional and sales channels. Target management and monitoring of the sale: • achieving sales targets with the operations, which lead to the achievement of the goals.

Temeljna literatura in viri / Readings:

1. Kotler Phillip: Trženjsko upravljanje analiza, načrtovanje, izvajanje in nadzor.
2. Prosojnice s predavanj.

Cilji in kompetence: **Objectives and competences:**

Študentje bodo razvili splošne kompetence: /	**Students will develop the following general competences:** /
Študentje bodo razvili predmetno-specifične kompetence: • spoznati pomen trženja, prodaje in oglaševanja (na primeru nepremičnin), • seznaniti se s pripravo tržne strategije, • pomen ključnih kupcev nepremičnin, • sodelovanje z zunanjo agencijo – prednosti in slabosti, • priprava izhodišč za izdelavo oglasnih sporočil,	**Students will develop the following course-specific competences:** • get to know the importance of marketing, sales and advertising (in the case of real estate), • to acquaint themselves with the preparation of marketing strategy, • key purchasers of real estate (property), • cooperation with an external agency (the advantages and disadvantages), • preparation of the starting point for making advertisements,

• s pomočjo praktičnih primerov soočiti se z izzivi sodobnih promocijskih in prodajnih kanalov, • ciljno vodenje in spremljanje prodaje nepremičnin itd.	• by means of practical examples to face the challenges of contemporary promotional and sales channels, • target management and monitoring of the sale of real estate, etc.

Predvideni študijski rezultati:
Znanje in razumevanje:

Intended learning outcomes:
Knowledge and understanding:

Študent bo razumel: • pomena trženja nepremičnin ter njihovega oglaševanja in prodaje; • problemov pri pripravi primernega trženjskega koncepta nepremičnin; • prednosti in slabosti sodelovanja z zunanjo nepremičninsko agencijo; • pomena tržne strategije pri prodaji nepremičnin (na katere segmente kupcev nepremičnin ciljati; katere izdelke ali storitve ponuditi kateremu izmed segmentov; kakšno obliko promocije nepremičnin izbrati; v katerih medijih oglaševati nepremičnine; kakšne cene nepremičnin zaračunavati potencialnim kupcem itd.).	**Students will understand the:** • the importance of the marketing of real estate and their advertising and sales; • problems in the preparation of a suitable marketing concept of immovable property; • the advantages and disadvantages of cooperation with the external real estate agency; • the importance of marketing strategies in case of sale of real estate property (real estate target segments of customers; which products or services to offer to which of the segments; what form of promotion of real estate in which the media advertise select;what real estate prices to charge potential customers, etc.).

Metode poučevanja in učenja:

Oblike dela: ☒ Frontalna oblika poučevanja ☒ Delo v manjših skupinah oz. individualno ☒ Samostojno delo študentov ☒ študij s pomočjo IKT tehnologije ☐ drugo (vpišite) _____ **Metode (načini) dela:** ☒ Razlaga ☒ Razgovor/ diskusija/debata ☒ Delo z besedilom ☒ Proučevanje primerov raziskav ☒ Igra vlog ☒ Druge vrste nastopov študentov ☒ Reševanje nalog/vaje ☐ Študijski obiski podjetij ipd.) ☒ Vključevanje gostov iz prakse ☒ Udeležba na okrogli mizi, na konferenci

Learning and teaching methods:

Types of learning/teaching: ☒ Frontal teaching ☒ Work in smaller groups or individual work ☒ Independent students work ☒ studies using ICT technology ☐ other _____ **Teaching methods:** ☒ Explanation ☒ Conversation/discussion/debate ☒ Work with texts ☒ Research case studies ☒ Role-play ☒ Different presentation ☒ Solving exercises/study exercises ☐ Field work (e.g. company visits) ☒ Inviting guests from companies ☒ Attending round table and conference

Načini ocenjevanja:
Način (pisni izpit, ustno izpraševanje, naloge, projekt)

Teža (v %) / Weight (in %)

Assessment:
Type (examination, oral, coursework, project)

Sprotno ustno (aktivno sodelovanje pri kontaktnih urah in pri raziskavah)		Oral verification and assessment of knowledge
Sprotno pisno preverjanje znanja (krajši pisni izdelki)		Written verification and assessment of knowledge (short written casework)
Daljši pisni izdelki (seminarska naloga, projektna naloga, raziskovalna poročila)	**50**	Longer written casework
Javni nastop in predstavitev lastnega raziskovalnega dela	**50**	Public presentation of one's research
Končni ustni izpit		Final examination (oral)

Končni pisni izpit		Final examination (written)
Drugo (vpišite)		Other:

Reference nosilca / Lecture's references:

Izr. prof. dr. Boštjan Aver je doktoriral na Ekonomski fakulteti Univerze v Ljubljani in pridobil aprila 2004 naziv doktor znanosti s področja poslovodenja in organizacije ter ima tudi docenturo s področja poslovna ekonomija in je imel docenturo s področja financ in računovodstva. Izkušnje s področja metod trženja si je v preteklosti pridobil v okviru opravljanja funkcije direktorja JP Komunalno podjetje Logatec (od 13. julija 2013 do 31. julija 2021) ter od septembra 2007 do oktobra 2009 kot predsednik uprave Vzajemne zdravstvene zavarovalnice, d.v.z., in pred tem več let direktor sektorja za finance, računovodstvo in kontroling. Od leta 2000 do začetka leta 2004 je bil zaposlen v Banki Koper d.d., nazadnje kot vodja enote za Planiranje in nadzor in pred tem vodja kontrolinga. Bil je predavatelj pri predmetu »Poslovne finance« na Fakulteti za Management Koper, od septembra 2007 dalje je nosilec predmeta »Trženje nepremičnin« na Evropski pravni fakulteti v Novi Gorici ter je več let sodeloval kot gostujoči profesor na Ekonomski fakulteti v Ljubljani. Je bil tudi gostujoči profesor na »European School of Law and Governance«, European University in Kosovo. Na Gea College - Fakulteti za podjetništvo je bil nosilec predmeta »Učinkovitost, uspešnost in plačilna sposobnost podjetja« in je še vedno nosilec predmeta »Upravljalska ekonomija«, kjer obravnava tudi tematike trženja.

Assoc. Prof. Bostjan Aver obtained a Ph.D in Economics at the Faculty of Economics in Ljubljana, receiving the title of Doctor of Science in the field of Management and Organisation in April 2004. He is currently Assistant Professor of Business Economics and was Assistant Professor of Finance and Accounting. The practical experience about methods of marketing has obtained from 13. July 2013 till 31. July 2021 as been the Director of the public company Komunalno podjetje Logatec and from September 2007 till October 2009 as CEO of the Mutual Health Insurance company Vzajemna Zdravstvena Zavarovalnica and before that for several years, from 2004 to 2007, he has been Head of Finance, Accounting and Controlling. From 2000 to the beginning of 2004 he was employed at Banka Koper d.d, lastly as Head of Planning and Monitoring and before that Head of Controlling. Dr. Aver is the author of numerous scientific and technical articles, mainly in the field of finance, accounting, controlling and project management. He teaches “Real Estate Marketing” at the European Faculty of Law in Nova Gorica. For several years he has been cooperating with the Faculty of Economics of the University of Ljubljana as a visiting professor. He is also a visiting professor at the “European School of Law and Governance”, European University in Kosovo. Currently dr. Aver is focusing on “Effectiveness, efficiency and solvency of the company” and “Managerial Economics” at Gea College - Faculty of Entrepreneurship, where is focus also on marketing.