UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	**Trženje nepremičnin**
Course title:	**Marketing of Real Estate**

Študijski program in stopnja **Study programme and level**	**Študijska smer** **Study field**	**Letnik** **Academic year**	**Semester** **Semester**
Pravo in management nepremičnin 3. stopnje		2	1
Law and Management of Real Estate 3rd Degree		2	1

Vrsta predmeta / Course type:	izbirni/elective
Koda predmeta /Course code:	

Predavanja **Lectures**	**Seminar** **Seminar**	**Vaje** **Tutorial**	**Druge oblike študija** **Other type study**	**Samost. delo** **Individual work**	**ECTS**
20	0	0	0	230	10

Nosilec predmeta / Lecturer:		izr. prof. dr. Boštjan Aver/Assoc Prof Boštjan Aver, PhD
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 "Trženje nepremičn" poglobljeno obravnava predvsem naslednje tematike na "doktorski ravni" študija:

Poglobljena analiza (s praktičnimi primeri) strategije trženja, ki 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 – poglobljena analiza posameznih orodij na konkretnih primerih slovenskih in tujih korporacij:
- produkt,
- prodajna cena nepremičnine,
- promocija in tržna komunikacija,
- prodajne poti pri prodaji nepremičnin,
- procesi in postopki,
- udeleženci trga nepremičnin,
- fizično okolje itd.

Content (Syllabus outline):

"Marketing of Real Estate" in particular is analyzing at the III. level of the study in-depth following themes:

In-depth analysis (with practical examples) of marketing strategy, which 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 –analysis in-depth of each of the tools on concrete examples of slovenian and foreign corporations:
- product,
- sales price of real estate,

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

Poglobljena analiza možnosti sodelovanja 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?

Poglobljena 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.

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

The key buyers of immovable property:
- awareness and proper handling, paying…

In-depth analysis of prospects of 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?

Concrete 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. Kotler Philip: Marketing Management, Hardcover, 12th Edition, 816 pages, Published March 1st 2005 by Prentice Hall.
3. Walker Orville C., Jr., Boyd Harper W., Jr., Larreche Jean-Claude: Marketing Strategy, Planing and Implementation.
4. Kaplan Robert S., Norton David P.: Uravnoteženi sistem kazalnikov. The Balanced Scorecard. Ljubljana: GV založniška skupina, d.d., 2000.
5. Prosojnice s predavanj.

Cilji in kompetence:

Študentje bodo razvili **splošne kompetence**:

- sposobnost skupinskega dela in pripravljenosti za sodelovanja pri reševanju konkretnih primerov s področja priprave 4P trženjskega spleta;
- razvoj ustvarjalnosti in sposobnosti premagovanja problemov pri uporabi marketinških orodij;
- razvoj sposobnosti uporabe interdisciplinarnih znanj pri reševanju zadev s področja trženja nepremičnin;

Objectives and competences:

Students will develop the following **general competences**:

- ability to work together and be willing to work together to solve specific cases in the field of 4P of marketing concept;
- developing free enterprise skills in the implementation of the principles of marketing;
- developing the ability to use interdisciplinary knowledge in the resolution of marketing of real estate;

• sposobnost povezovanja in priprave izhodišč za izdelavo oglasnih sporočil.	• the ability of the integration and preparation of the starting point for making advertisements.
Študentje bodo razvili **predmetno-specifične kompetence**: • osvojiti poglobljena znanja glede pomena trženja, prodaje in oglaševanja (na primeru nepremičnin), • obvladovanje metod za pripravo tržne strategije, • osvojiti poglobljena znanja glede pomena ključnih kupcev nepremičnin, • nadgradnja znanj glede možnosti (metod) sodelovanja z zunanjo agencijo – prednosti in slabosti, • sposobnost povezovanja in priprave izhodišč za izdelavo oglasnih sporočil, • s pomočjo praktičnih primerov soočiti se z izzivi sodobnih promocijskih in prodajnih kanalov, • osvojiti poglobljena znanja glede ciljnega vodenja in spremljanja prodaje nepremičnin itd.	Students will develop the following **course-specific competences:** • trigger in-depth knowledge about the importance of marketing, sales and advertising (in the case of real estate), • managing the methods for the preparation of a marketing strategy, • trigger in-depth knowledge about the key purchasers of real estate (property), • to upgrade the knowledge regarding the cooperation with an external agency (the advantages and disadvantages), • the ability of the integration and preparation of the starting point for making advertisements, • by means of practical examples to face the challenges of contemporary promotional and sales channels, • trigger in-depth knowledge about target management and monitoring of the sale of real estate, etc.

Predvideni študijski rezultati: **Znanje in razumevanje:**	**Intended learning outcomes:** **Knowledge and understanding:**
Študent: • razume pomen trženja nepremičnin ter njihovega oglaševanja in prodaje; • razume probleme pri pripravi primernega trženjskega koncepta nepremičnin; • razume prednosti in slabosti sodelovanja z zunanjo nepremičninsko agencijo; • razume pomen 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.).	**Student:** • understands the importance of the marketing of real estate and their advertising and sales; • understands problems in the preparation of a suitable marketing concept of immovable property; • understands the advantages and disadvantages of cooperation with the external real estate agency; • understands 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:	**Learning and teaching methods:**
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	**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

☒ 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	☒ 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)		Longer written casework
Javni nastop in predstavitev lastnega raziskovalnega dela	**100**	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 trženja si je v preteklosti pridobil v okviru opravljanja funkcije direktorja JP Komunalno podjetje Logatec (od 13. julija 2013 daje) 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 marketing has obtained from 13. July 2013 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.