



UNIVERSITY  
OF LJUBLJANA

**SEB**

School of Economics  
and Business

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## Presentation document

### Master in Marketing

Academic year 2025/2026



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## INFORMATION ABOUT THE STUDY PROGRAMME MARKETING

### General information

|                            |  |
|----------------------------|--|
| Programme                  | <b>Marketing</b>   |
| Programme characteristics  |  |
| Level of the qualification | Second cycle - Master's study programme<br>SQF level: 8 EQF level: 7 Q F-EHEA level: Second cycle  |
| Name of qualification      | Diploma druge stopnje / Master's degree<br>Second cycle Master's programme in Marketing  |
| Field(s) of study:         | KLASIUS-SRV: Master's education (second Bologna cycle)/Master (second Bologna cycle) (17003)<br>ISCED: Business and administration (34)<br>KLASIUS-P-16: Marketing and advertising (0414)<br>Frascati: Social Sciences (5) |
| Duration of study          | 2 years (4 semesters)  |
| Scope of ECTS              | 120 ECTS   |
| UL member                  | School of Economics and Business, Kardeljeva ploščad 17,<br>1000 Ljubljana, Slovenija  |

### Study programme learning outcomes

**The key objectives and competencies** of the Marketing programme are as follows:

- Key objective 1: A graduate is able to identify marketing problems and understand their integration within a business process.
  - Key sub-objective 1.1: A graduate is able to identify marketing problems.
  - Key sub-objective 1.2: A graduate is able to analyse problems and understand relations among stakeholders and market participants.
- Key objective 2: A graduate has good problem-solving skills.
  - Key sub-objective 2.1: A graduate is able to think creatively and produce alternative solutions.
  - Key sub-objective 2.2: A graduate knows how to apply marketing theories, concepts and analytical tools for marketing problems.
  - Key sub-objective 2.3: A graduate has the ability to think strategically.
- Key objective 3: A graduate knows how to plan marketing processes.
  - Key sub-objective 3.1: A graduate knows how to connect sources and processes to achieve marketing goals.
  - Key sub-objective 3.2: A graduate knows how to measure the efficiency of marketing procedures, measures and strategies.
  - Key sub-objective 3.3: A graduate understands business functions and their interactions.
- Key objective 4: A graduate develops communication skills required in the business world.
  - Key sub-objective 4.1: A graduate demonstrates effective written communication skills.
  - Key sub-objective 4.2: A graduate demonstrates effective oral communication skills.
- Key objective 5: A graduate knows how to apply appropriate economic principles, strategic theories and concepts when making managerial decisions.



- Key sub-objective 5.1: A graduate knows how to apply economic principles when making managerial decisions.
- Key sub-objective 5.2: A graduate is familiar with advanced strategic theories and concepts in the field of strategic management.
- Key objective 6: A graduate is able to critically analyse and apply the concepts of corporate sustainability and corporate social responsibility.
  - Key sub-objective 6.1: A graduate is able to critically analyse corporate social responsibility and corporate sustainability dilemmas as well as use such analysis when making strategic decisions.
- Key objective 7: A graduate develops good teamworking skills.
  - Key sub-objective 7.1: A graduate is able to effectively cooperate and work in a team.

Based on the substantive concept and implementation of the graduate study programme, a graduate *acquires the following **general competencies***:

- ability to think logically and in abstract terms, to analyse, synthesise and evaluate,
- ability to identify and resolve problems as well as formulate decisions,
- ability to think critically and comprehensively,
- ability to make independent searches, interpret and use new sources of knowledge in expert and scientific fields,
- ability to contextualise and autonomously upgrade information,
- ability to expertly and effectively use information-communication technologies (ICT) when searching, selecting, processing, presenting and forwarding data and information,
- ability to express in writing and orally their knowledge in an expert field as well as to critically evaluate it,
- good teamworking skills.

**Subject-specific competencies** gained in the course of the study programme:

- ability to identify marketing problems and understand their integration within the business process,
- ability to analyse problems and understand relations among stakeholders and market participants,
- ability to apply marketing theories, concepts and analytical tools to marketing problems,
- ability to think strategically,
- ability to plan marketing processes,
- ability to connect sources and processes to achieve marketing goals,
- ability to measure the efficiency of marketing procedures, measures and strategies,
- ability to understand business functions and their interactions,
- ability to apply appropriate economic principles, strategic theories and concepts in managerial decision-making,
- ability to understand advanced strategic theories and concepts in the field of strategic management,
- ability to critically analyse corporate social responsibility and corporate sustainability dilemmas as well as use such analysis when making strategic decisions.



### Admissions Criteria

Anyone that has completed the following is eligible to enrol in the first year of the Master's programme Tourism:

- Graduates of first-level programmes in relevant study programmes with at least 180 ECTS, or those that have completed the pre-Bologna programme of study for qualification in relevant study programmes;
- Graduates of equivalent courses listed in the previous paragraph in unrelated areas of study and must complete additional academic requirements of 12 ECTS: Microeconomics 1 (6 ECTS) and Introduction to Business (6 ECTS).

### In cases where available spots are limited:

In cases where available spots are limited, candidates are ranked based on their undergraduate GPA (70%) and the exam results of Type 2 and Type 3 undergraduate elective courses (30%).

### Enrolment by transition criteria:

Candidate, who passes from one programme to the other, must meet the enrolment requirements of the other. Commission for Academic Affairs of the UL SEB defines possible additional study obligations if the study content of previous studies does not cover the content of the chosen master's study programme.

**Title conferred in the original language:** magister poslovnih ved/ magistrica poslovnih ved

**Title conferred in the original language (abbreviated):** mag. posl. ved

**Title conferred in English language (and title abbreviated):** Master of Arts (M.A.)

## STUDY PROGRAMME CURRICULUM MARKETING

### Year 1

|    | University Course Code | Course title                               | Lecturers  | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|----|------------------------|--|--|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|    |                        |  |  | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 1. | 0090519                | Managerial Economics                       | ANDREJA CIRMAN,<br>MATJAŽ KOMAN,<br>NEVENKA HROVATIN,<br>POLONA DOMADENIK<br>MUREN | 45            | 45      | 0         |                    | 30                   | 90                      | 210         | 7    | 1st semester | no       |
| 2. | 0090735                | Research methods and techniques            | DENIS MARINŠEK   | 52            | 18      | 21        |                    | 11                   | 108                     | 210         | 7    | 1st semester | no       |
| 3. | 0091066                | Strategic marketing management             | TOMAŽ KOLAR  | 45            | 30      | 0         |                    | 15                   | 120                     | 210         | 7    | 1st semester | no       |
| 4. | 0090737                | Accounting information for decision-making | BARBARA MÖREC,<br>MARKO HOČEVAR,<br>METKA TEKAVČIČ,<br>SIMON ČADEŽ                 | 45            | 0       | 30        |                    | 15                   | 120                     | 210         | 7    | 1st semester | no       |
| 5. | 0090740                | Strategic Management 2                     | ADRIANA REJC<br>BUHOVAC, MATEJ<br>LAHOVNIK, TOMAŽ<br>ČATER                         | 45            | 45      | 0         |                    | 30                   | 90                      | 210         | 7    | 2nd semester | no       |
| 6. | 0091068                | Sales and business marketing management    | BARBARA ČATER,<br>IRENA VIDA   | 45            | 0       | 30        |                    | 15                   | 120                     | 210         | 7    | 2nd semester | no       |
| 7. | 0185333                | Specialised programme course 1             |  | 42            | 0       | 0         |                    | 33                   | 135                     | 210         | 7    | 2nd semester | yes      |

|       | University Course Code | Course title                  | Lecturers   | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|-------|------------------------|-------------------------------|-------------|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|       |                        |                               |             | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 8.    | 0096978                | Elective course               |             | 45            | 45      | 0         |                    | 0                    | 120                     | 210         | 7    | 2nd semester | yes      |
| 9.    | 0093709                | Business skills development 1 | MATEJ ČERNE | 0             | 10      | 0         |                    | 20                   | 90                      | 120         | 4    | 2nd semester | yes      |
| Total |                        |                               |             | 364           | 193     | 81        | 0                  | 169                  | 993                     | 1800        | 60   |              |          |

### Year 1, Specialised programme courses 1

|       | University Course Code | Course title                        | Lecturers    | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|-------|------------------------|-------------------------------------|--------------|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|       |                        |                                     |              | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 1.    | 0185339                | Integrated marketing communications | VESNA ŽABKAR | 30            | 0       | 12        |                    | 33                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 2.    | 0185340                | Marketing and Sales Across Cultures | IRENA VIDA   | 22            | 10      | 10        |                    | 33                   | 135                     | 210         | 7    | 2nd semester | yes      |
| Total |                        |                                     |              | 52            | 10      | 22        | 0                  | 66                   | 270                     | 420         | 14   |              |          |

**Specialised programme course 1** - student selects: Integrated marketing communications or Integrated marketing communications.

### Year 2

|    | University Course Code | Course title                     | Lecturers             | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|----|------------------------|----------------------------------|-----------------------|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|    |                        |                                  |                       | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 1. | 0091086                | Brand Management                 | MAJA KONEČNIK RUZZIER | 45            | 30      | 0         |                    | 15                   | 120                     | 210         | 7    | 1st semester | no       |
| 2. | 0185329                | Analysis for marketing decisions | VESNA ŽABKAR          | 45            | 30      | 0         |                    | 15                   | 120                     | 210         | 7    | 1st semester | no       |

|       | University Course Code | Course title                   | Lecturers   | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|-------|------------------------|--------------------------------|-------------|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|       |                        |                                |             | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 3.    | 0096980                | Specialised programme course 2 |             | 30            | 45      | 15        |                    | 0                    | 120                     | 210         | 7    | 1st semester | yes      |
| 4.    | 0090547                | Master's thesis disposition    |             | 20            | 7       | 0         |                    | 13                   | 170                     | 210         | 7    | 1st semester | no       |
| 5.    | 0096981                | Elective course                |             | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 6.    | 0093735                | Business skills development 2  | MATEJ ČERNE | 0             | 10      | 0         |                    | 20                   | 90                      | 120         | 4    | 2nd semester | yes      |
| 7.    | 0090548                | Master's thesis                |             | 0             | 10      | 0         |                    | 0                    | 620                     | 630         | 21   | 2nd semester | no       |
| Total |                        |                                |             | 170           | 132     | 15        | 0                  | 108                  | 1375                    | 1800        | 60   |              |          |

### Year 2, Specialised programme courses 2

|       | University Course Code | Course title            | Lecturers                   | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|-------|------------------------|-------------------------|-----------------------------|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|       |                        |                         |                             | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 1.    | 0094276                | Pricing strategies      | MATEJA BODLAJ               | 42            | 0       | 0         |                    | 33                   | 135                     | 210         | 7    | 1st semester | yes      |
| 2.    | 0094279                | New Product Development | TANJA DMITROVIĆ, ŽIVA KOLBL | 30            | 12      | 0         |                    | 33                   | 135                     | 210         | 7    | 1st semester | yes      |
| Total |                        |                         |                             | 72            | 12      | 0         | 0                  | 66                   | 270                     | 420         | 14   |              |          |

**Specialised programme course 2** - student selects: Pricing strategies or New Product Development.

Year 1, Year 2, Elective course

|     | University Course Code | Course title                               | Lecturers                                       | Contact hours |         |           |                    |                      | Individual student work | Total hours | ECTS | Semesters    | Elective |
|-----|------------------------|--|---|---------------|---------|-----------|--------------------|----------------------|-------------------------|-------------|------|--------------|----------|
|     |                        |  |   | Lectures      | Seminar | Tutorials | Clinical tutorials | Other forms of study |                         |             |      |              |          |
| 1.  | 91076                  | Advertising                                | VESNA ŽABKAR                                    | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 2.  | 91084                  | Cross-Cultural Communications Management   | IRENA VIDA                                      | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 3.  | 91074                  | Customer Experience Management             | MOJCA INDIHAR<br>ŠTEMBERGER,<br>TANJA DMITROVIĆ | 15            | 0       | 15        |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 4.  | 91080                  | Destination marketing                      | MAJA KONEČNIK<br>RUZZIER                        | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 5.  | 91079                  | Digital Marketing                          | MATEJA KOS<br>KOKLIČ                            | 18            | 0       | 12        |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 6.  | 91075                  | International Marketing                    | IRENA VIDA, MAJA<br>ZALAZNIK                    | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 7.  | 91078                  | Key account management                     | BARBARA ČATER                                   | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 8.  | 91077                  | Law of Markets and Trade                   | ANA ČERTANEC                                    | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 9.  | 91082                  | Marketing for Not-for-Profit Organizations | BARBARA<br>CULIBERG                             | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 10. | 91083                  | Media Planning                             | VESNA ŽABKAR                                    | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 11. | 91085                  | Public Relations                           | VESNA ŽABKAR                                    | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 12. | 91072                  | Qualitative Market Research                | TOMAŽ KOLAR                                     | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |
| 13. | 91073                  | Quantitative Models in Marketing           | IRENA<br>OGRAJENŠEK,<br>VESNA ŽABKAR            | 30            | 0       | 0         |                    | 45                   | 135                     | 210         | 7    | 2nd semester | yes      |



|     | University<br>Course<br>Code | Course title                | Lecturers     | Contact hours |         |           |                       |                               | Individual<br>student<br>work | Total<br>hours | ECTS | Semesters    | Elective |
|-----|------------------------------|-----------------------------|---------------|---------------|---------|-----------|-----------------------|-------------------------------|-------------------------------|----------------|------|--------------|----------|
|     |                              |                             |               | Lectures      | Seminar | Tutorials | Clinical<br>tutorials | Other<br>forms<br>of<br>study |                               |                |      |              |          |
| 14. | 91081                        | Small Business<br>Marketing | MATEJA BODLAJ | 30            | 0       | 0         |                       | 45                            | 135                           | 210            | 7    | 2nd semester | yes      |
|     |                              | Total                       |               | 393           | 0       | 27        | 0                     | 630                           | 1890                          | 2940           | 98   |              |          |

Students may choose any elective course within the UL SEB or any other UL higher education institution which is properly accredited and has at least 7 ECTS and it is a course within second cycle programme.