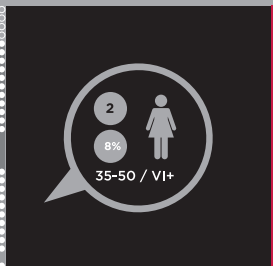
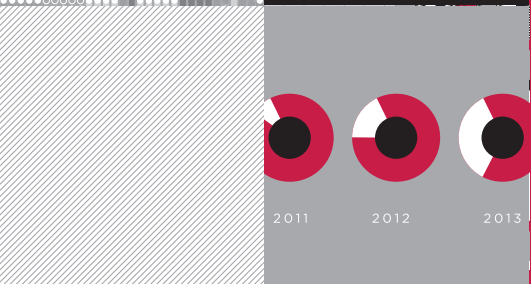
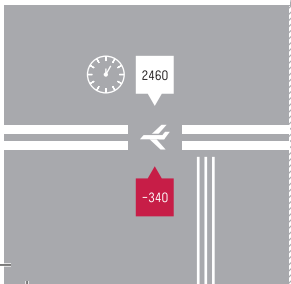


STUDY PROGRAMMES IN ENGLISH



**'KNOWLEDGE HAS TO BE
IMPROVED, CHALLENGED,
AND INCREASED CONSTANTLY,
OR IT VANISHES.'**

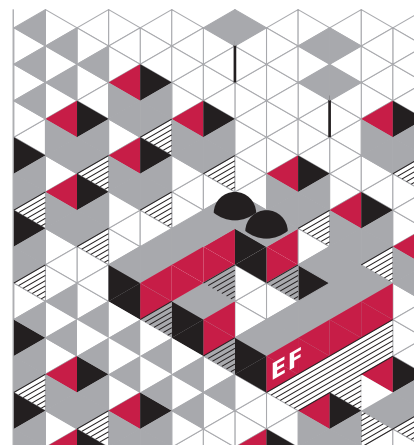
— PETER DRUCKER



As the leading national institution in business and economics, the FELU provides education at all levels (undergraduate, graduate, doctoral, executive and lifelong learning) and in most key areas of specialisation.

It offers Bologna type programmes in all three cycles (3+2+3 structure). The FELU decided to internationalise its programmes by introducing an extensive number of English tracks at all levels of study. It has introduced a number of double and joint degree programmes with renowned schools and opened campuses also abroad.

Programme development forms an important part of the FELU's strategy as it supports internationalisation, the involvement of the business community, and the achieving of excellence.



UNDERGRADUATE

University Degree Programme

International Business (Double degree)
Marketing (Double degree)

GRADUATE

Master Programme

Bank and Financial Management (Double degree)
Bank and Financial Management (Kosovo campus)
International Business Academy (Macedonia CAMPUS)
Business Informatics (Information Management - Double degree)
Economics (Double degree)
Entrepreneurship (Kosovo campus)
European Master in Tourism Management - EMTM (Joint programme)
IMB - Full time International Programme in Business Administration
International Business
Master in Business Administration - MBA
Money and Finance (Double degree)
Public Sector and Environmental Economics (JMPSE)
Quantitative Finance and Actuarial Sciences (Double degree)
Tourism

DOCTORAL

Programme

Economics and Business

Additional information: www.ef.uni-lj.si/international

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www.ef.uni-lj.si/en



PROGRAMME
OFFERED IN
ENGLISH

www.ef.uni-lj.si/en

MARKETING

FOR CREATIVE, DYNAMIC AND FRESH IDEAS

Have you ever wondered why you choose a certain brand and not another? What kind of meaning does product packaging bear and why it is important where it is on a shelf? Why are some ads more creative and who is behind them? What is a market research and why is it important? And yet – what does a positive image of some people in the eyes of others have to do with marketing?

A lot. Study of marketing provides answers to these and other questions.

The programme is designed in a way that the theoretical knowledge acquired during studies integrates with practice (preparation of marketing projects and case studies, visiting guests from business etc.).

The Marketing programme provides students with knowledge and skills from the field of marketing along with a spectrum of vital business functions and a basic understanding of the business environment. It is offered within the university degree – Business and Economics Sciences.

After completing their studies, students have many career opportunities in marketing research, advertising, brand management, organizing events, public relations etc. The undergraduate programme also offers an excellent springboard for further education on master level. Students are encouraged to enrich and upgrade their knowledge by enrolling in any of our Master programmes.

GENERAL CURRICULUM

TYPE	ECTS	HOURS	1. year
1. semester			
1	6	75	Mathematics for Business and Economics
1	6	75	Microeconomics 1
1	6	90	The Law of Business Organizations and Business Law
1	6	90	Management
1	6	90	Introduction to Business

TYPE	ECTS	HOURS	2. semester
1	6	90	Informatics
1	6	90	Macroeconomics 1
1	6	60	Organizational Behaviour
1	6	90	Introductory Statistics
1	6	90	Principles of Accounting

TYPE	ECTS	HOURS	3. year
5. semester			
2	6	60	Business Environment
2	6	90	Strategic Management 1
3	6	90	Consumer Behaviour
4*	6	60	Marketing Communications Marketing Channels
7	6	60	Foreign Language 2

TYPE	ECTS	HOURS	2. year
3. semester			
2	6	90	EU Economics and Slovenia
2	6	90	Production Management
2	6	90	Corporate Finance 1
2	6	90	Statistical Analysis
2	6	90	Principles of Marketing

TYPE	ECTS	HOURS	4. semester
2	6	60	Taxes and Corporations
2	6	90	Entrepreneurship
2	6	90	Managing People at Work (Human Resource Management)
2	6	90	Fundamentals of Financial and Management Accounting
2	6	60	Foreign Language 1

TYPE	ECTS	HOURS	6. semester
2	6	90	Electronic Business
2	6	90	International Business
3	6	60	Marketing Research
4*	6	60	Marketing Planning Services Marketing
5	6	60	ELECTIVE COURSE

* Student selects one of the course type 4

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