



PROGRAMME
OFFERED IN
ENGLISH

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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

ECTS	1. year
	1. semester
6	Mathematics for Business and Economics
6	Microeconomics 1
6	The Law of Business Organizations and Business Law
6	Management
6	Introduction to Business
	2. semester
6	Informatics
6	Macroeconomics 1
6	Organizational Behaviour
6	Introductory Statistics
6	Principles of Accounting
ECTS	3. year
	5. semester
6	Business Environment
6	Strategic Management 1
6	Consumer Behaviour
6*	Marketing Communications Marketing Channels
6	Foreign Language 2

ECTS	2. year
	3. semester
6	EU Economics and Slovenia
6	Operations Management
6	Corporate Finance 1
6	Statistical Analysis
6	Principles of Marketing
	4. semester
6	Taxes and Corporations
6	Entrepreneurship
6	Human Resource Management
6	Fundamentals of Financial and Management Accounting
6	Foreign Language 1
	6. semester
6	Electronic Business
6	International Business
6	Marketing Research
6*	Marketing Planning Services Marketing
6	ELECTIVE COURSE

* Student selects one course

CONTACTS

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DOUBLE DEGREE PROGRAMME with:

KEDGE Business School (France)
Pforzheim University Business School (Germany)