



UNIVERSITY  
OF LJUBLJANA

**SEB**

School of Economics  
and Business

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## Presentation document

### Master in Marketing

Academic year 2026/2027



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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 SQF level: 8 EQF level: 7 Q F-EHEA level: Second cycle
Name of qualification	Diploma druge stopnje / Master's degree Second cycle Master's programme in Marketing
Field(s) of study:	KLASIUS-SRV: Master's education (second Bologna cycle)/Master (second Bologna cycle) (17003) ISCED: Business and administration (34) KLASIUS-P-16: Marketing and advertising (0414) 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, 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, MATJAŽ KOMAN, NEVENKA HROVATIN, POLONA DOMADENIK MUREN	45	30	15		15	105	210	7	1st semester	no
2.	0090735	Research methods and techniques	DENIS MARINŠEK	52	18	21		15	104	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, MARKO HOČEVAR, METKA TEKAVČIČ, SIMON ČADEŽ	45	0	30		15	120	210	7	1st semester	no
5.	0090740	Strategic Management 2	ADRIANA REJC BUHOVAC, MATEJ LAHOVNIK, TOMAŽ ČATER	48	14	28		15	105	210	7	2nd semester	no
6.	0091068	Sales and business marketing management	BARBARA ČATER, IRENA VIDA	45	0	30		15	120	210	7	2nd semester	no
7.	0185333	Specialised programme course 1		42	0	0		15	153	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		27	93	210	7	2nd semester	yes
9.	0093709	Business skills development 1	MATEJ ČERNE	0	10	0		20	90	120	4	2nd semester	yes
Total				367	147	124	0	152	1010	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		15	153	210	7	2nd semester	yes
2.	0185340	Marketing and Sales Across Cultures	IRENA VIDA	22	10	10		15	153	210	7	2nd semester	yes
Total				52	10	22	0	30	306	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	20	10		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		15	105	210	7	1st semester	yes
4.	0090547	Master's thesis disposition		20	7	0		15	168	210	7	1st semester	no
5.	0096981	Elective course		30	0	0		27	153	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		15	605	630	21	2nd semester	no
Total				170	122	25	0	122	1361	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		15	153	210	7	1st semester	yes
2.	0094279	New Product Development	TANJA DMITROVIĆ, ŽIVA KOLBL	30	12	0		15	153	210	7	1st semester	yes
Total				72	12	0	0	30	306	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 ŠTEMBERGER, TANJA DMITROVIĆ	15	0	15		27	153	210	7	2nd semester	yes
4.	91080	Destination marketing	MAJA KONEČNIK RUZZIER	30	0	0		45	135	210	7	2nd semester	yes
5.	91079	Digital Marketing	MATEJA KOS KOKLIČ	18	0	12		27	153	210	7	2nd semester	yes
6.	91075	International Marketing	IRENA VIDA, MAJA ZALAZNIK	30	0	0		45	135	210	7	2nd semester	yes
7.	91078	Key account management	BARBARA ČATER	30	0	0		27	153	210	7	2nd semester	yes
8.	91077	Law of Markets and Trade	ANA ČERTANEC	30	0	0		27	153	210	7	2nd semester	yes
9.	91082	Marketing for Not-for-Profit Organizations	BARBARA 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 OGRAJENŠEK, VESNA ŽABKAR	30	0	0		45	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					
14.	91081	Small Business Marketing	MATEJA BODLAJ	30	0	0		45	135	210	7	2nd semester	yes
		Total		393	0	27	0	558	1962	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.