

Etika in tržno komuniciranje

1. Sklop:

- Pravice potrošnikov in odgovornost organizacij
- Zgodnje kritike oglaševanja in publicitete
- Odnos med resnico in podobo
- Vedenje potrošnikov in nakupno tveganje
- Družbeni in ekonomski učinki neetičnega tržnega komuniciranja
- Pravna regulativa trženja in tržnega komuniciranja v Sloveniji in v Evropi
- Pornifikacija družbe: Spolnost v sodobnem tržnem komuniciranju
- Družbena odgovornost organizacij in trajnostni pristop k trženju

2. Sklop:

- Poslovna etika in integralno tržno komuniciranje
- Temeljna načela poslovne etike
- Doseganje poslovne odličnosti, zaupanja in ugleda v javnosti
- Strategije integralnega tržnega komuniciranja
- Govorice kot orodje tržnega komuniciranja
- Etika tržnega komuniciranja – polimorfni aksiomi, strategije in taktike
- Medkulturni vidiki etike tržnega komuniciranja
- Trendi trženja z vestjo in primeri dobre prakse

Ethics and Marketing Communication

1. Part:

- Right of consumers and responsibilities of organizations
- Early criticism of advertising and publicity
- The relationship between the truth and the image
- Knowledge of consumers and the risk at shopping
- Social and economic effects of unethical marketing communication
- Law and regulation of marketing and marketing communication in Slovenia and Europe
- Pornification of society: sexuality in contemporary marketing communication
- Social responsibility of organizations and sustainable approach to marketing

2. Part:

- Business ethics and integral marketing communication
- Basic principles of business ethics
- Attaining business excellence, trust and respect in public
- Strategies of integral marketing communication
- Rumours as a tool of marketing communication
- Ethics of marketing communication – polymorphous axioms, strategies and tactics
- Intercultural aspects of ethics of marketing communication
- Trends of marketing with consciousness and case of goods practices

