

# magister marketinga in prodaje/magistrica marketinga in prodaje

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## Selected qualifications

<b>Name of qualification</b>	magister marketinga in prodaje/magistrica marketinga in prodaje
<b>Translated title (no legal status)</b>	Master of Arts of Marketing and Sales
<b>Type of qualification</b>	Diploma druge stopnje
<b>Category of qualification</b>	Izobrazba
<b>Type of education</b>	Master's education
<b>Duration</b>	2 years
<b>Credits</b>	120 credits

## Admission requirements

Enrollment in the first year is intended for candidates who have completed a higher education study programme of the first level in the amount of 180 ECTS; and candidates who have completed a three-year study programme (before the Bologna system) in relevant professional fields (economic, business, administrative and organizational sciences, sociology, legal, political, social sciences, humanities).

Candidates for enrollment in the master's study programme of the second level from other professional fields complete additional study obligations in the range of 12-15 ECTS credits, which are determined by the Commission for Student Affairs on the basis of prior knowledge.

Enrollment in the second year (according to the Criteria for Transitions) is intended for candidates who have completed a first-cycle university study programme in the amount of 240 ECTS; candidates who have completed a four-year study programme (before the Bologna system) and candidates who have completed specialist study programmes in relevant professional fields (economic, business, administrative and organizational sciences, sociology, legal, political, social sciences, humanities).

Candidates for enrollment in the second-cycle master's study programme according to the criteria for transitions from other professional fields complete additional study obligations in the range of 12-15 ECTS credits, which are determined by the Commission for Student Affairs on the basis of prior knowledge.

The conditions for enrollment in the second-cycle master's study programme are also met by those who have completed equivalent education abroad.

## ISCED field

Field  
Poslovne in upravne vede, pravo

## ISCED subfield

subfield marketing in oglaševanje

## Qualification level

SQF 8  
EQF 7  
Second level

## Learning outcomes

The qualification holder will be able to:

General competences:

- the ability to understand and analyze the ever-changing global business environment, its opportunities and challenges;
- mastering research methods and procedures using analytical and software tools in the function of discovering new business opportunities and formulating appropriate marketing and sales strategies;

- ability to use information technology to effectively support the management of marketing and sales processes;
- ability to analyze complex problems in the external and internal environment of the company / organization and to synthesize solutions and to accept responsibility for forecasting, strategic planning and sustainable growth of companies / organizations;
- ability of strategic and tactical planning, use of methods and tools for implementation of successful and efficient marketing and sales;
- ability to network and identify and develop business opportunities;
- development of communication and negotiation skills, ability to work in a team and critical (self) reflection;
- the ability to manage change and adapt to market needs and consumer requirements through continuous evaluation of products / services;
- ability to identify market opportunities and challenges and the wider business environment and to strategically innovate;
- ability to creatively meet the challenges of global marketing and sales and creative thinking to effectively solve business problems;
- ability of analytical thinking and socially responsible entrepreneurship, understanding of intercultural aspects, commitment to ethical conduct and high professionalism.

#### Subject-specific competences:

- ability to meaningfully integrate and use theoretical and practical knowledge in the field of business in the international environment, economics, management to manage marketing and sales processes and their interdisciplinary use with the aim of sustainable growth of the company / organization;
- understanding interdisciplinary and theoretical approaches using research methods with an understanding of the market, its economic, legal, social and cultural specificities;
- understanding consumer behavior to identify and design business opportunities and competitively develop the products / services of the company / organization;
- ability to understand and critically analyze in solving specific business problems in the field of marketing and sales process management;
- ability to independently plan, manage and evaluate processes and use effective tools in the field of marketing and sales management according to market needs and competitive advantages of products / services;
- ability to place new information and interpretations in the broader context of successful business and effective marketing and sales;
- ability to creatively meet the challenges of the global business environment using innovative methods and techniques for creative thinking;
- the ability to transfer, adapt and develop good practice in marketing and sales and creative human resource management for successful sales;
- use of information technology for the purposes of strategic decision-making, implementation and evaluation of marketing and sales activities;
- ability to communicate, lobby and negotiate in an international and multicultural environment;
- ability to develop and promote the brand in the domestic and international environment;
- the ability to evaluate and reflect on one's own work and to disseminate innovative practices for the development of the profession.

## Assessment and completion

Students' knowledge is assessed by means of practical exercises and seminar papers, and also via products, projects, performances, services, etc. and by examinations. Examination performance is graded

as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

A full-time student can progress to the second year if he / she collects 42 ECTS of the first year. A part-time student can progress to the second year if he / she collects 33 ECTS of the first year.

## Transitions

Third-cycle doctoral study programmes (SQF level 10)

## Condition for obtaining certificate

A student who has enrolled in a second-cycle study programme completes the second-cycle study programme when he / she completes all the study obligations specified in the programme.

## Awarding body

DOBA Business School

URL

<https://www.dobabusiness-school.eu/>

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