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Digital Marketing and Consumers Behaviour

In the contemporary landscape, consumers are equipped with internet-connected devices wherever they go. Gone are the days of relying solely on TV ads, billboards, or salespeople for guidance on the best products and services. Digital consumers now prefer conducting their own research online, delving into a plethora of product information, comparisons, reviews, and free trials available on the internet. Before making purchasing decisions, today's consumers invest significant time in exploring various product categories, brands, and services. The entire process of researching or casually browsing before buying should be seamless, devoid of obstacles. Consumers anticipate high-quality offerings at affordable prices, and the power of a genuine recommendation from fellow consumers is unmatched in successful marketing.

With technology and social media, consumers can easily share their honest opinions and experiences, reaching a broad audience. Emotions play a pivotal role in a buyer's decision-making process, whether positive or negative, increasingly influencing purchases. Marketers must integrate emotional connections with consumers into their advertising campaigns and website design to resonate effectively. Online shopping has become the predominant purchasing channel globally, and as the urgency to address climate change grows, consumer habits are spotlighting environmental concerns. Digital consumers, constantly connected through various devices, including smartphones, tablets, laptops, and personal computers, are better informed than previous generations. They leverage the latest technologies daily to stay updated on products, services, prices, and competition..

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The course will consist of 5 modules («minicourses»):

1. Consumers behaviour in digital society;
2. Selling to digital consumer;
3. Digital marketing;
4. The power of storytelling in marketing;
5. Digitalization and internationalization of new ventures: Learning from born globals.

Each of the modules consists of lectures, practical cases, discussions and exercises. Furthermore, students will work in groups and through mentored research learn about the best practices in the field.

LANGUAGE: English

ECTS: 3

Max. participants: 20

BSC Students

Digital Marketing and Consumers Behaviour

Consumer behaviour in digital society, Assoc. Prof. Armand Faganel

With just a few taps on their devices, consumers can delve into product research, peruse reviews, compare prices, and even solicit recommendations from their online communities. This easy access to information has bestowed unprecedented empowerment upon consumers. The digital age has triggered a profound transformation in consumer behaviour, primarily attributed to the increased prevalence of digital technologies and their accessibility. Consumers now habitually turn to the internet for product and service research before making a purchase. Online reviews, social media platforms, and search engines play pivotal roles in shaping consumer perceptions. Additionally, the surge of e-commerce platforms has facilitated convenient online shopping, prompting shifts in buying patterns as many consumers now favour the simplicity of making purchases online.

Selling to digital consumer, Prof. Tina Vukasović (via Zoom)

The effectiveness of digital selling surpasses traditional sales processes, enabling businesses to connect with a broader customer base in a more economical manner compared to conventional marketing and selling approaches. Digital selling not only offers cost efficiency but also empowers businesses to monitor customer behaviour and analyse data, facilitating the development of targeted strategies to enhance engagement. Moreover, digital selling presents businesses with the chance to craft personalized customer experiences, fostering stronger relationships and incentivizing repeat purchases. In essence, digital selling serves as a potent tool for businesses to expand their reach, elevate sales figures, cultivate customer loyalty, and uphold enduring relationships with their customer base.

Digital marketing, Assist. Prof. Dr. Danijel Bratina

Digital marketing, also known as online marketing, encompasses the promotion of brands to engage with potential customers through internet-based and other digital communication channels. This extends beyond email, social media, and web-based advertising to include text and multimedia messages as integral marketing channels. Our short course will present the essential activities a company must undertake to establish and manage its presence on the web. We will cover webpage contents creation and SEO optimisation, search engines advertising, social media communication and analytics. The course will be practically oriented with examples presented in relevant tools.

The power of storytelling in marketing, Assist. Prof. Tanja Sedej

Storytelling in marketing involves constructing a sequence of cohesive narratives to establish and strengthen your brand positioning over time. These narratives revolve around your clients, the issues your business resolves for them, and encompass your company culture and expertise. By leveraging the power of narrative, storytelling in marketing establishes an emotional connection with the audience, fostering empathy and a deeper understanding of the challenges your business addresses. It serves as a potent strategy for brands to effectively break through the noise in the market.

Digitalization and internationalization of new ventures: Learning from born globals, Assist. Prof. Rubina Romanello

The module will explore 1) opportunities and risks of early and rapid internationalization; 2) barriers and factors influencing the internationalization and export strategies of new ventures; 3) how to develop a premium international strategy; 4) how digitalization, e-commerce and new digital technologies can support rapid international growth; 5) digital-based born globals and sustainability.



**Prof. Dr.
Tina Vukasović**
University of Primorska

Tina Vukasović completed her undergraduate and master's studies in economics and business sciences at the Faculty of Economics and Business, University of Maribor. In 2010 she received her Ph.D. from the Faculty of Management of the University of Primorska with the dissertation "Model of connections between the origin of the product and the perceived value of the brand". In 2021, the Senate of the University of Primorska elected her full professor in the field of marketing and scientific advisor. At the Faculty of Management, University of Primorska, as a full professor, she teaches the following subjects: Interorganizational Marketing, Introduction to Marketing, and Investment Marketing. In addition to her pedagogical work, she is also active in the field of research. She works internationally as a researcher and expert in the field of higher education and in various fields of marketing, with an emphasis on research in the field of consumer purchasing behavior. She is distinguished by her interdisciplinary approach and international involvement. Her personal bibliography includes numerous original scientific articles published in domestic and foreign scientific journals, as well as scientific monographs where she presents the results of her work. She is a member of the organizing committees of international scientific conferences, a member of editorial boards, and a reviewer of domestic and foreign scientific journals in the field of marketing.



Armand Faganel is an associate professor in the fields of Marketing and Management, the head of the Department of Marketing, and the vice dean for Quality Assurance and PR at the Faculty of Management, University of Primorska. Prior to his employment at UP, he worked for 13 years in sales and marketing for several international companies. He has more than twenty years of experience in teaching subjects related to marketing, sales, and management. He graduated and earned his master's degree in marketing from EPF UM and obtained his doctoral degree from the University of Primorska. He led the Centre for Quality and Evaluation and the Marketing Institute at UP FM. Armand is the deputy chair of the Quality Commission at the UP. As a visiting lecturer, he has been invited to various universities abroad, including eight consecutive years in Finland. He works as an expert for NAKVIS and collaborates as a foreign expert with several European quality assurance agencies in higher education. His research interests encompass theoretical and empirical studies in the broader field of marketing, quality perception, and sustainable tourism. He has conducted and led multiple internationally funded projects. His achievements are being published in international publications in the form of original scientific articles and chapters in monographs. He also reviews scientific papers for more than 30 established scientific journals. In 2018, he received university recognition for teaching excellence, and in 2022, he received faculty recognition for achievements in the field of education.



**Assoc. Prof. Dr.
Armand Faganel**
University of Primorska

Digital Marketing and Consumers Behaviour



**Assist. Prof. Dr.
Danijel Bratina**

University of Primorska

Danijel Bratina holds a PhD in Management and Organisation - Marketing from the Faculty of Economics, University of Ljubljana. Prior to that, he completed a Master's degree at the MBA residential programme of the same faculty, also in Marketing. Prior to entering academia, he worked for five years as a production/sales programme manager in three Slovenian companies. His work experience was gained mainly in international markets in the EU, the USA and the Far East. His research interests include the effectiveness of the marketing function, in particular the marketing and communication web. He is an assistant professor in marketing at the Faculty of Management of the University of Primorska.



Tanja Sedej, holds a PhD in Business Administration from the Faculty of Economics and Business at the University of Maribor. Her research work is mainly focused on change management, strategic communication and marketing in the modern business environment and includes numerous scientific and professional articles and chapters in renowned international journals and books. She is the co-founder and director of the marketing agency We explain. She has been involved in numerous research and consultancy projects for the economy. She has more than 15 years of experience in marketing and education. She values the integration of theory and practice. She is a lecturer at the Faculty of Management of the University of Primorska.



**Assist. Prof. Dr.
Tanja Sedej**

University of Primorska



**Assist. Prof. Dr.
Rubina Romanello**

University of Trieste

Rubina Romanello is Senior Assistant Professor of Management (Tenured-track) at University of Trieste (Italy). She holds a PhD in Business Science from University of Udine, and she has been teaching International Business-related courses in various Italian universities, such as University of Modena and Reggio Emilia, Free University of Bozen and Catholic University of Sacred Heart (Milan). Her expertise and research areas mainly refer, but are not limited to, International Business (SME internationalization, international competitiveness, and performance), International Entrepreneurship (born globals, early and rapid internationalization), and Technology Management (Industry 4.0, digital technologies, servitization strategies). She has published in journals such as Journal of Manufacturing Technology Management, British Food Journal, Journal of Knowledge Management, Critical Perspectives on International Business, Journal of International Entrepreneurship. She is member of the Editorial Review Board of the International Journal of Consumer Studies and European Journal of International Management.