Juraj Dobrila University of Pula

Zagrebačka 30
52100 Pula
Croatia

			Course Syllabus	
Course Code and Title	**275162 (DM) Digital marketing**			
Name(s) of Lecturer(s) (with website link)	associate prof. Iva Slivar Sara Maga, mag.oec.			
Study programme	Marketing management			
Course status	Mandatory	Study level	Graduate	
Semester	Winter	Study year	2nd	
Classroom location		Teaching language(s)	English	
ECTS credits	6	Number of hours per semester	L – T (lectures – tutorials)	
Prerequisites	Marketing			
Correlativity	Management of market communications, Customer behavior, Product and innovation marketing, Customer relationship management service - CRM			
Objective of the course	To adopt the basic terms of e-marketing and electronic business in within the framework of the Internet economy, define, delimit and explain everything e-marketing and electronic business activities and application and implementation of appropriate analyzes for planning, development and implementation of e-marketing strategies.			
Learning outcomes	1. analyze the elements of the micro-environment and the macro-environment and the e-marketing complex and critically evaluate and analyze the overall activity of the company on the Internet 2. to investigate the factors that influence the behavior of consumers/buyers on the Internet 3. critically analyze and interpret research results behavior of customers and users on the Internet, to predict the behavior of customers and users on the Internet and to recommend appropriate behavioral marketing decisions customers on the Internet 4. by applying acquired theoretical and factual knowledge to propose ways of adjusting all elements of the marketing mix business operations of companies on the Internet			
Course content (syllabus)	1. Introduction to digital marketing and ICT 2. E-marketing environments 3. Identifying market segments and selecting target markets Internet 4. Web sites and landing pages 5. Digital marketing mix and attraction of visitors 6. Concept and significance of social networks			

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<table>
<tr><td></td><td colspan="5">7. Application of modern technologies in digital marketing
8. Business models of digital marketing
9. Formulation and implementation of e-marketing strategy
10. Virtual reality and augmented reality
11. Web analytics and performance tracking
12. Eye tracking analyses of digital content
13. Trends in digital marketing
14. Guest lecture / field trip
15. Course summary and preparation for the exam</td><td></td></tr>
<tr><td rowspan="6">Course activities, teaching and learning methods and assessment criteria (alternative modes should be listed in course requirements)</td><td>Student responsibilities (delete the excessive)</td><td>Learning outcomes</td><td>Hours</td><td>ECTS credits</td><td>Grade ratio (%)</td><td></td></tr>
<tr><td>Activity in class of L, S (lab), T</td><td>1.-4.</td><td>45</td><td>1,5</td><td>10%</td><td></td></tr>
<tr><td>Written projects (seminars, essays, presentations...)</td><td>1.-4.</td><td>75</td><td>2,5</td><td>50%</td><td></td></tr>
<tr><td>Exam (written)</td><td>1.-4.</td><td>60</td><td>2,0</td><td>40%</td><td></td></tr>
<tr><td>Total</td><td></td><td>168</td><td>6,0</td><td>100%</td><td></td></tr>
<tr><td colspan="5">Additional information (assessment criteria):
Attendance and activity in classes: the student is obliged to attend at least 70% of the teaching hours. A student who actively participates in class (assignments, concrete practical examples, short discussions, etc.) has the right to achieve up to 10% success rate.
The project/independent task is assigned by the holder, the student executes it and submits for review and presents the same, achieving up to a maximum of 30%. In case of more serious defects, the project, i.e. the independent task is returned to the student for correction according to the given instructions.
Continuous knowledge check during classes:
- colloquium (maximum 40% can be achieved)
The final grade is calculated by adding up the percentages achieved the following elements: class activity, preparation and presentation project/independent assignment, colloquium / final exam. It's the final exam mandatory regardless of the percentages achieved by other elements which make up the final grade.
The final exam consists of two parts: a written test and an oral test.
A written and oral test on in which the student achieved at least 50% of the total number of points (on each test the student must achieve a minimum of 50%).
Passed tests and created and presented a seminar paper in the current one academic year are recognized until the end of the next academic year at the latest years.</td><td></td></tr>
<tr><td></td></tr>
<tr><td>Course requirements</td><td colspan="5">For successful completion of the course, student must:
1. Attend lectures and exercises - at least 70%, prepare for classes every week by determining and repeating material presented at lectures and seminars in the past week, to actively participate in the teaching process by solving tasks, answers to questions, participation in discussion, etc. All students must be prepared for each lecture and seminar.
2. Create a project/independent task related to the topic of emarketing and perform its presentation as agreed with subject teacher/assistant
3. Access the colloquium during classes as part of continuous knowledge tests (May)</td><td></td></tr>
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	4. Take the final exam and score a minimum of 50 on it % of the total percentage determined for the final exam (at each of the two tests should achieve a minimum of 50 %)	
Mid-term and final exam term	They are published at the beginning of the academic year on the website FET – and in ISVU.	
Additional information on the course	-	
Bibliography	Mandatory: Chaffey, D., Chadwick, F. E., Mayer, R., Johnston, K.: Internet marketing: Strategy, Implementation and Practice, Essex, Pearson Education Limited Optional: Edited by Angeline G. Close: Online consumer behavior, Routledge 2017. Zahay R.: Internet Marketing Integrating Online And Offline Strategies, Cengage India; 3rd edition, 2016. Schneider G.: Electronic Commerce Cengage Learning; 12 edition, 2016. 4. Chaffey, D., Smith P.R.: Emarketing excellence, Butterworth Heinemann/Elsevier, 2013. Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay: Social Media Marketing: A Strategic Approach, SouthWestern College Pub; 2 edition, 2016 David Meerman Scot: The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Wiley; 5 edition 2015.	

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