Detailed course unit executive plan and programme						
Course unit code	**BE250**					
Course unit title	**E-marketing**					
GENERAL INFORMATION						
Study programme	**Studies in Business Economics, Study program: graduate Marketing management**				Year	I
Director of the course and assistant	Doc. dr. sc. Iva Slivar					
Course status[1]	x	Mandatory		Elective		

Credits allocated and type of lectures		
	Winter semester	Summer semester
ECTS students workload		**6**
Number of hours per semester		60 (3L-2S)

Course objectives, teaching and learning methods and learning outcomes

Course objectives

- To introduce students to the basic concepts of e-marketing and e-business within the internet economy and the behavior of customers in e-commerce
- To enable students to design and plan e-marketing and e-business and use the internet as an instrument of marketing management.

Methods

By conducting various activities (studying, working business cases in teams, teamwork students on practical exercises, visits to companies that apply internet marketing, assessment in the final exam) the work of each student will be evaluated during the semester. During the course students will be encouraged to actively participate in class (questions for understanding educational materials, presentations of business cases) after lectures of certain topics.

Outcomes

After passing the exam, students will be able to:

1) understand the concepts of e-marketing , e-marketing strategy, elements of e-marketing mix , mobile e-mail marketing, the advent of the internet (theoretical knowledge)
2) critically analyze overall internet marketing activities of a chosen company (factual knowledge)
3) apply the acquired theoretical and factual knowledge to propose measures to eliminate the shortcomings of e-marketing activities performed by the analyzed company and propose measures to improve these activities (cognitive skills) ,
4) evaluate, accept or reject the suggestions to other students (social skills)
5) independently investigate a given topic (independence).

Requirements, correspondence and correlativity

- Universität Bielefeld/Bielefeld University, Bielefeld,
- Pompeu Fabra University, Barcelona,
- Lund University, School of economics and management,
- Universität Karlsruhe, Wirtschaftswisseschaftliche Fakultaet Karlsruhe

Course content (list of topics)

1) Introduction to e-marketing
2) E-marketing environment
3) E-marketing information system
4) Identifying market segments and target market selection on the Internet
5) Specifics of consumer behavior on the Internet
6) E-marketing strategy
7) E-marketing mix
8) Relationship marketing via the Internet
9) Business models of e-marketing

[1] Mark with „X“

10) Implementation of e-marketing strategy and its evaluation

Modes of instruction and acquiring knowledge (mark in **bold)**

Lectures	**Seminars and workshops**	**Exercises**	**Individual tasks**	**Multimedia and internet**
Distance learning	**Counseling**	Laboratory	**Tutorial**	Fieldwork

Student requirements

Assessment and evaluation of students (mark in **bold)**

Attendance	**Class participation**	Seminar paper	Experimental work
Written exam	**Oral exam**	Essay	Research
Project	Continuous assessment	Report	Practical work

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Class participation	12	1 – 5	0,5	6,7
Project	50	1 – 5	2	26,7
Final exam: written	75	1 – 5	2,5	33,3
Oral exam	75	1 – 5	2,5	33,3

Bibliography

Mandatory bibliography

1) Ružić, D.: E-marketing, Osijek, Ekonomski fakultet u Osijeku, 2009.
2) Chaffey, D., Chadwick, F. E., Mayer, R., Johnston, K.: Internet marketing: Strategy, Implementation and Practice, Essex, Pearson Education Limited 2009.

Additional bibliography

3) Roberts, M. L., Zahay, D.: Internet marketing: Integrating Online and Offline Strategies, 2012.
4) Panian, Ž.: Elektroničko trgovanje, Zagreb, Sinergija, 2000.
5) Mohammed, R., Fisher, R. J., Jaworski, B. J., Paddison, G.: Internet Marketing: Building Advantage in a Networked Economy, New York, McGraw-Hill Companies Inc., 2003.
6) Panian, Ž.: Odnosi s klijentima u e-poslovanju. Zagreb, Sinergija, 2003.

Additional information on the course

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