

SYLLABUS

Course basic data	
Academic unit:	Faculty of Truism and Environment
Course title:	E-Marketing
Level:	Master
Course status:	Mandatory
Year of study:	I
Number of hours per week:	3
Value in credits – ECTS:	5
Time / location:	
Course leader:	Prof. As. Dr. Fari Bushi
Contacting details:	fari.bushi@ushaf.net
Course description	
Course description	This course focuses on the detailed process of planning and implementing a comprehensive e-marketing strategy using alternative pricing strategies, advertising, promotion, and distribution channels. The course also examines other critical issues such as customer acquisition and retention, the challenges companies face in implementing e-marketing strategies in global markets. It also includes the processes of communication and promotion of the enterprise through the Internet, developing specific strategies according to the client profile
Course aims:	The main purpose of the course is to provide knowledge about the principles and practices related to the use of the Internet to enhance marketing activities in various enterprises. It also deals with the description and understanding of e-marketing terminology, concepts and activities, identifying recent developments and their origins in e-marketing practices. Students will have the ability to analyze websites and understand the complexity of internet marketing.
Learning outcomes:	Upon successful completion of the course, the student should be able to: <ul style="list-style-type: none"> • understand the importance of e-marketing and the role of e-marketing plans as a component of corporate level plans • manage all aspects of e-marketing campaigns, as well as make solutions to marketing challenges • apply the most advanced marketing tools • analyze websites to understand the complexity of E-Marketing

Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	3	4	12
Exercises in the field (study visits)			
Tests, seminars			
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	3	1	3
Total			125
Teaching methodology:			
	Interactive lectures with students on the topics taught, orientation in the elaboration of the material taking study cases which will be discussed in groups, learning based on a problem presented, presentation of students for study cases, seminar-scientific papers, Essay or Research. So the course methodology encourages the active participation of students and the use of different methods and techniques		
Assessment methods :			
	The assessment system is permanent and comprehensive and aims to promote student learning by assessing attendance and active participation in the class, activities, exercises, as well as exams and works such as: 60 points - from the final exam which will be organized with a minimum of 5 written / oral questions, 40 points - Student work and interactive discussion on: Case study, Seminar-scientific work, Essay or Research Project.		
List of references			
Basic literature:			
	1. Strauss, Judy & Frost, Raymond (2014). E-Marketing. 7th ed. UK: Pearson EducationInc.		
Additional literature:			
	2. E-marketing7th Edition, by Raymond D. Frost (Author), Judy Strauss 2018 3. Adikesavan. T, <i>Management Information Systems (best practices and</i>		

	<i>applications in business)</i> <u>ISBN 8120348966</u> . Retrieved July 10, 2015
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Lectures timeline:	
Week	Lectures
Fist week:	E - marketing, past, present and future History of the Internet, Stages of development, Information technology, Internet-changes in today's marketing practices, types of e-business, The future of business under the influence of Internet development.
Second week:	E - strategic marketing Digital Marketing Strategy, Marketing Strategy Building Blocks, Analysis of Porter's Five Forces, Four P's: Product, Price, Place, Promotion; SWOT Analysis
Third week:	E - marketing plan Electronic Marketing Planning Process, SOSTAC Plan and Steps (Situation, Objectives, Strategy, Tactics, Actions, Control) Setting SMART Objectives
Fourth week:	Electronic Marketing Research Research Methodology, Primary and Secondary Research, Qualitative and Quantitative Data, Sampling, Online Research Methodology, Surveys, Online Focus Groups and Social Media Monitoring.
Fifth week:	Connecting with online consumers Communication with clients, Social Media Elements - Social media performance metrics, Live chat services, emails, phone calls
Sixth week:	Segmentation Segmented Market Basics and Variables, Methods to target potential customers, geographical, psychographic, demographic, behavioral segments.
Seventh week:	Targeting Targeting markets, targeting certain groups of consumers, the trend of digital marketing mainly through social networks, the criterion of geographical, psychographic, demographic reach
Eighth week:	Positioning Value positioning, Defining business positioning, Product / brand positioning, Differentiation dimensions, differentiation strategies
Ninth week:	Offer Online Creating Online Customer Value, Product Benefits: Qualities, Product Benefits: Branding, Brand Relationships and Social Media, Internet Domain Names

Tenth week:	Internet value Internet price change strategy, Internet an efficient market, payment options
Eleventh week:	Distribution and marketing of products through the Internet Distribution Channel Types, Internet Channel Intermediaries, Internet Sales Models, Distribution Systems, Distribution Channel Metrics B2C Market, B2B
Twelwth week:	Communication in electronic marketing - own and paid media Communication tools and channels, Direct chat, Email, telephone support, Integrated Marketing Communication
Thirteenth week:	Customer Relationship Management Relationship building, Valuable customer acquisition data, customer relationship management
Fourteenth week:	Promotion -Internet for communication Online promotion, activity organized to promote a company, product or idea
Fifteenth week:	Presentation of works

Academic policies and rules of conduct:
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.