



SYLLABUS “E-MARKETING”

Basic details of the subject:	
Faculty:	Faculty of Economics
Course:	E-Marketing
Program:	International Management
Level:	Bachelor
Status:	Obligative
Academic year:	2022/23
No. of lectures:	2+2
ECTS:	5
Time/ location:	Faculty of Economics – Amphitheater
Professor:	Prof. Ass. Dr. Festim Tafolli
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Course description:	<p>Internet influences every aspect of our life. The electronic media and technology enable organizations to acquire products, services, and materials from suppliers; market goods and services to customers; allow members of the organization to communicate with each other; and monitor the external environment. This course provides an overview of the rapidly changing world of marketing, and builds on marketing principles to investigate specialist areas. The Internet and other technologies provide many opportunities for marketing applications. By addressing what is unique about electronic marketing, the course explores how these technologies are creating value for customers as well as benefits for companies and their brands.</p> <p>Specifically, the course deals with issues such as:</p> <ul style="list-style-type: none"> • Introduction to electronic marketing and its technological foundations. • Business implications of electronic marketing. • Marketing, retailing, sales, and promotional implications. • Associated social, legal, ethical implications of electronic marketing.
Course Aims:	<p>This course aims to do the following:</p> <ol style="list-style-type: none"> 1. Describe and understand the terminology, concepts, and activities of electronic marketing. 2. Identify the recent developments and their origins in electronic marketing practice. 3. Prepare students to develop an integrated electronic marketing strategy



Learning Outcomes:	Upon completion of the course, students should be able to: <ol style="list-style-type: none"> 1. Describe key elements and developments in electronic marketing. 2. Identify key electronic marketing strategies of companies. 3. Apply conceptual knowledge and analytical skills to develop electronic marketing plan. 4. Work effectively in a group and contribute to decision-making. 5. Write quality business reports. 6. Effectively communicate the analysis and strategy. 		
Student's workload for the subject			
Activities	Hours	Days/weeks	Total
Lectures	2	15	30
Exercise theoretical/laboratory	2	15	30
Practice work	1	3	3
Contact with lecturer/consultations	1	15	15
Field exercises	1	3	3
Mid-terms, seminars	2	2	4
Homework	1	13	13
Individual time spent studying (at the library or home)	1	15	15
Final preparation for the exam	1	10	10
Projects, presentations, etc.	2	1	2
Total			125 hours (5 ECTS)
Teaching Methodology:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam (colloquium), exams.		
Evaluation Criteria:	Regular and active attendance: 10%, Midterm exam (colloquium): 20%, Course project: 10%, Final exam: 60%.		
Literature			
Main Literature:	1. Raymond Frost, Alexa K. Fox, Terry Daugherty (2022) EMarketing: Digital Marketing Strategy. Published November 15, 2022 by Routledge		

	2. Simon Kingsnorth (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page; 3rd edition
Supplementary Literature:	<ol style="list-style-type: none"> 1. Simon Kingsnorth (2022). The Digital Marketing Handbook: Deliver Powerful Digital Campaigns. Kogan Page; 1st edition 2. Benjamin Sweeney (2022). Digital Marketing QuickStart Guide: The Simplified Beginner's Guide to Developing a Scalable Online Strategy, Finding Your Customers, and Profitably ... Your Business (QuickStart Guides™ - Business). ClydeBank Media LLC

Teaching Plan:		
Weeks	Lecture/Topic	Excercises
<i>First week:</i>	Topic and Assignment	Distribution of the semestral project topics.
<i>Second week:</i>	Introduction &Orientation	Quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	E-Marketing- Past, Present, Future	Quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	Strategic E-Marketing	Quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	E-Marketing Plan	Quizzes and case studies related to the topic of the fourth week lecture.
<i>Sixth week:</i>	E -Marketing Research	Quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Connected Consumers Online	Quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Midterm exam	Quizzes and case studies related to the topic of the third week lecture.
<i>Ninth week:</i>	Segmentation, Targeting, Positioning	Quizzes and case studies related to the topic of the third week lecture.
<i>Tenth week:</i>	Product: The Online Offer	Quizzes and case studies related to the topic of the third week lecture.
<i>Eleventh week:</i>	Price: The Online Value	Quizzes and case studies related to the topic of the third week lecture.
<i>Twelfth week:</i>	Placement: Internet for Distribution	Quizzes and case studies related to the topic of the third week lecture.
<i>Thirteenth week:</i>	E-Marketing Communication: Owned Media E-Marketing Communication: Paid Media	Quizzes and case studies related to the topic of the third week lecture.
<i>Fourteenth week:</i>	Promotion: Internet for Communication Customer Relationship Management	Quizzes and case studies related to the topic of the third week lecture.



<i>Fifteenth week:</i>	Project Presentations	Quizzes and case studies related to the topic of the third week lecture.
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Academic Policies

- Absence will affect the final grade. The policy is straightforward: If you are absent or negligent, you are responsible for what you have missed.
- Students are required to respect the schedule of lectures and be attentive during the lessons.
- It is mandatory to have books, when in lessons.
- Students must be active and cooperative because the book assigned for the course requires interactive learning and as such seeks continuous collaboration and interaction between teachers, students, books, and technology equipments.
- The cooperative environment during the lectures and exercises is primary demand in achieving the objectives and goals set forth in this syllabus.
- No usage of phones during the classes and tests/final exam.
- Finally yet importantly, full respect for universally recognized academic policies and standards (The Bologna System).