

NAME OF THE COURSE		E-Marketing					
Code	EUBD16	Year of study	3				
Course teacher	Goran Dedić, PhD	Credits (ECTS)	5				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Elective	Percentage of application of e-learning	20				
COURSE DESCRIPTION							
Course objectives	Students will be introduced to the basic concepts and methods used in the context of digital marketing activities. Through activities integrated into the course program, students will develop the ability to assess the challenges and take advantage of the opportunities that the Internet as a medium offers to companies.						
Course enrolment requirements and entry competences required for the course	Pre-requisites as defined by the Statutes and Regulations of the Faculty of Economics, University of Split.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Overall outcome						
	<ul style="list-style-type: none"><li>- Critically review the impact of the Internet and information technology (IT) on modern business while developing the ability to design and evaluate marketing strategies of companies based on the use of IT</li></ul>						
	Individual outcomes						
	<ul style="list-style-type: none"><li>- Evaluate the role and importance of information technology in modern-day business</li><li>- Link the specifics of doing business via the Internet-based services and the opportunities they offer with marketing theory and practice</li><li>- Integrate usage of digital channels into enterprise marketing strategies</li><li>- Manage presentation of companies through Internet based services, taking advantage of the specifics of digital channels in marketing context</li></ul>						
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:			
		Topic	Hours	Topic	Hours		
		1	Introduction to course	2	Forming of student groups, distribution of course materials	2	
		2	Introduction to e-marketing	2	Case study – How technology is changing traditional marketing	2	
		3	E-Marketing environment – Internet and Internet-based services	2	Case study – Web 2.0 and evolution of digital marketing	2	
		4	Principles of digital strategy	2	Case study – digital strategy	2	
		5	On-line marketing research		Case study – on-line marketing research	2	
		6	Content marketing	2	Case study – developing content for specific audiences	2	
		7	User experience design and web development	2	Tutorial – Fundamentals of web design	2	

	8	Mid-term Exam				
	9	User experience design and web development		2	Comparative analysis of websites	2
	10	E-mail marketing		2	E-mail marketing – practical exercises	2
	11	Advertising on digital platforms		2	Case study - Display advertising	2
	12	Search engine marketing		2	Case study – Search engine advertising	2
	13	Social media		2	Student presentations	2
	14	Selected topics		2	Student presentations	2
	15	End-Term Exam				
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work			<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	Mandatory participation in self-evaluation activities and active participation in other course activities (case studies, discussions, group projects) In order to meet module requirements for activities, students must take 70% of self-evaluation quizzes. Active participation in course activities includes participation in individual and group tasks – assignments, discussions, case studies etc. These are evaluated through register of activities (quizzes taken, student papers submitted). Meeting module requirements is the prerequisite for taking the exam.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	0,1	Research		Practical training	
	Experimental work		Report		Case studies (Other)	0,4
	Essay		Seminar essay		(Other)	
	Tests	3,25*	Oral exam		(Other)	
	Written exam	3,25*	Project	1.25	(Other)	
Grading and evaluating student work in class and at the final exam	During the semester, there will be two - mid and end-term exams, contributing a total of 65% to the final grade. In addition, students will be assigned to groups, working on a project which contributes 25% to the final grade (number of students per project group will be determined by lecturer). Active participation in group assignments will be peer-evaluated by group members. Finally, during the semester quizzes from selected topics will be held contributing 6% to the final grade. Class attendance contributes final 4% to the final grade. *Students who pass the mid and end-term exams do not need to take the oral exam. If students are not satisfied with the grade they can take the oral exam.  Grading system for the exams: 0-54 fail (1)					

	<p>55-66 satisfactory (2) 67-77 good (3) 78-88 very good (4) 89-100 excellent (5)</p> <p>In order to achieve a passing grade, students need to have:</p> <ul style="list-style-type: none"> <li>- successfully passed both exams (achieving a minimum of 55 points on each test)</li> <li>- actively participated in group project work which have been graded positively</li> </ul> <p>Final grade is calculated as the sum of:</p> <ol style="list-style-type: none"> <li>1) sum of written exam grades (weighting factor - 0.65)</li> <li>2) sum of group assignment grades (weighting factor - 0.25)</li> <li>3) sum of individual assignment grades (weighting factor - 0.06)</li> <li>3) percentage of class attendance (weighting factor - 0.04)</li> </ol> <p>Students who fail mid and end-term exams need to take the final exam. The final exam can be organised as a written or oral exam.</p> <p>Students who pass both mid and end-term exam do not need to take the final exam.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Ružić, D. 2009. <i>E-Marketing</i> (2 izd.). Ekonomski fakultet u Osijeku	5	-
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> <li>- Stokes, R. i dr. 2013. <i>eMarketing: The essential guide to marketing in a digital world</i>. 5th ed. Quirk Education Pty.</li> <li>- Chaffey, D. i Ellis-Chaswick, F. 2012. <i>Digital marketing: Strategy, implementation and practice</i>. 5th ed. Prentice Hall.</li> </ul> <p>Case studies and journal articles</p> <ul style="list-style-type: none"> <li>- Sharma, A. and Sheth, J.N. 2004. Web-based marketing: The coming revolution in marketing thought and strategy. <i>Journal of Business Research</i>. 57. pp 696-702.</li> <li>- Dunne, D. 2012. Disentangling the Web 2.0 - Losing control and loving it. <i>Rotman Magazine</i>. pp. 34-39.</li> <li>- Libert, K. 2015. Comparing the ROI of Content Marketing and Native Advertising. <i>Harvard Business Review</i></li> </ul> <p>Other sources:</p> <ul style="list-style-type: none"> <li>- <a href="http://www.hbr.org">www.hbr.org</a> (Harvard business review) – Članci i poslovni slučajevi</li> <li>- <a href="http://www.wired.com/">www.wired.com/</a> (Wired magazine) – Članci</li> </ul>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Evaluation of class attendance and fulfilment of student obligations (course teacher)</li> <li>• Teaching supervision (vice dean)</li> <li>• Analysis of studying successfulness across all study courses (vice dean)</li> <li>• Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement centre)</li> <li>• Exams, conducted by the course teacher, covering all course learning outcomes.</li> </ul> <p>Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean)</p>		

Other (as the proposer wishes to add)	
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