

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	e-Marketing		
Level:	Bachelor		
Status of the course:	Compulsory		
Year of studies:	III		
Number of hours per week:	2+1		
ECTS credits:	4		
Time/location:	Summer semester, academic year 2018/2019, Prishtinë		
Tutor:	Hykmete Bajrami, PhD		
Tutor's contact details:	Fakulteti Ekonomik Email: hykmete.bajrami@uni-pr.edu		
Content of the course			
	We now live in an extremely advanced environment in terms of communication. Companies are using this digitized environment to sell their products and services. e-Marketing aims to create demand by utilizing the power of the internet. Through the application of internet marketing, the company can attract more people on the website, increase the number of customers for the business, also affects the company's growth in all aspects. The course explains in detail how the internet changes the elements of mix marketing online. What are the internet implications in brand development? How do companies develop online price strategies? Does place matter - distribution in online business? How does online communication work strategically? And many other topics.		
Course's objectives:	The purpose of the course is to equip students with basic knowledge from e-Marketing.		
The expected outcomes:	At the end of this course students will be able to: Know what is e-Marketing. How does e-Marketing help the enterprise to approach consumers. How it affects the enterprise's overall growth and development and the most efficient methods of using it.		
The students' workload (hours per semester, ECTS)			
Activity	Hours	Day/Week	Total
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor	2	11	11
Field research			
Colloquiums	2	2	4

Homework			
Individual study (at library or at home)	2	10	20
Final preparation for the exam	2	5	10
Evaluation	2	5	10
Projects, presentation etc.			
Totali	12	61	100

Teaching methods:	<p>Each week, 2 hours of lectures and 1 hour of tutorials are organised. Case studies and homework are given after each lecture for students to study and research in their own time. Results from such activities are then discussed in the following week. Students are being encouraged to follow the current developments in the trends of consumer behaviour and in the economy in general, through reading relevant articles, economic newspapers and other materials. They can identify issues/topics for discussions from such readings. Essays prepared by students are then discussed. Individual and group presentations are also encouraged. In particular, students are asked to prepare short essays and presentations regarding consumer behaviour in the country.</p>
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Assessment methods:	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <ul style="list-style-type: none"> - First assessment 40% - Second assessment 40% - Seminars 10% - Activity 10% Total 100% <p>The following aspects are being considered during the assessment:</p> <ul style="list-style-type: none"> - The interpretation of the topic, - The depth of understanding the topic, - The use of literature, - The logic of building arguments.
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Literature	
Basic literature:	
Additional literature:	

The detailed plan of work:	
Week	Topic
Week 1	e-Marketing and the role of the internet in the implementation of marketing

Week 2	Digital marketing strategy
Week 3	Market research in internet
Week 4	Web site development and design
Week 5	Micro internet environment and macro internet environment
Week 6	Marketing mix, 4P online
Week 7	The role of social media in marketing
Week 8	Marketing by e-mail
Week 9	Managing customer relationships via internet
Week 10	E-commerce or E-commerce
Week 11	Interactive marketing communication
Week 12	Online business marketing with customers
Week 13	Marketing online and business with costumers
Week 14	Student presentations
Week 15	Student presentations

Academic policies and code of conduct:

Participation in lectures and tutorials is mandatory. Students are encouraged to always seek explanations during lectures and tutorials. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they are asked, after each lecture and to perform the tasks and essays given. Students are not obligated to undergo assessments during the semester. Students are encouraged to attend media discussions and social networks related to this subject and to open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, tutorials and be attentive to the lectures. It is obligatory possession and presentation of the ID card in tests and examination. During the preparation of seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.