



**Internet Marketing Basic MPH\_ZIMA**

**4 ECTS**

Department of Corporate Economics

Tue 16.00 P103

Spring 2019

Lecturers

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***Course Description***

The aim of this course is to make the student more familiar with specifics, strategies and tactics of marketing in nowadays internet environment. The course structure has been crafted in such a manner to navigate individual through important steps whilst crafting online marketing strategy and digital appearance. It consists of lectures, which are theoretically going to cover variety of topics, and seminars, which are going to help you to practically develop certain set of basic skills.

The ultimate goal is to provide student with strategic context of internet marketing. At the very beginning the course deals with online marketing strategies and market research as a backbone marketing concept. Thereafter comes a set of topics which are of fundamental value for internet marketing: keyword analysis, SEO, Online advertising and PPC. Once keywords are discovered, the course will cover topics related to content creation and distribution: Content marketing strategy and copywriting. Afterwards, marketing tools that are strongly bonded with ICT developments are going to be covered: email marketing, Social media marketing, Mobile and video

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marketing, user design and experience (UX). The very last topic is one of with the most relevant and that is Analytics and Measurement.

### ***Topics to be covered throughout the semester***

1. Digital Marketing Strategy & Market Research
2. Keywords Analysis
3. Search Engine Optimization - Onsite and Offsite SEO
4. Basics of Online Advertising
5. Search Advertising – PPC
6. Content Marketing Strategy
7. Copywriting
8. Email Marketing
9. Social Media Strategies and Channels
10. Mobile and Video Marketing
11. UX
12. CRM Online
13. Analytics & Measurement

### ***Course Goals***

Students who complete this course successfully will be able to:

- Understand basic principles, specifics and methods of internet marketing and online market research
- Discover and analyze keywords and get familiar with off-on-site SEO
- Plan, organize, launch and measure online advertising campaigns (PPC)
- Develop content strategy, create and distribute content accordingly
- Use email as a marketing channel. Further, be able to employ social media, mobile and video marketing in order to achieve strategic goals
- Profoundly understand steps behind user interface design which are related to previously developed marketing goals
- Understand the importance of metrics measurement and how it affects ongoing marketing plan

Having followed this course, the students should be better equipped to understand how the firm can achieve competitiveness online and utilize online market opportunities.

The goal of this course is not to teach you how to create website as such, since web site development process is far more technical and demanding. It goes well beyond the planned scope of this course and requires additional set of technical skills..

### ***Required Texts, Materials or Equipment***

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### *Required literature*

- STOKES, Rob. eMarketing: The essential guide to marketing in a digital world. Independent, 2013. ISBN 978-0-620-56515-8

### *Recommended literature*

- DODSON, Ian. The art of digital marketing: the definitive guide to creating strategic, targeted and measurable online campaigns. Hoboken: Wiley, 2016. ISBN 978-1-119-26570-2.
- MARTÍNEZ LÓPEZ, Francisco J., Rafael ANAYA SÁNCHEZ, Rocío AGUILAR ILLESCAS a Sebastián MOLINILLO JIMÉNEZ. Online brand communities: using the social web for branding and marketing. Cham: Springer, 2016. ISBN 978-3-319-24824-0.
- EGER, Ludvík, Jan PETR TYL, Hana KUNEŠOVÁ, Michal MIČÍK a Martin PEŠKA. Marketing na internetu. V Plzni: ZČU, 2015. ISBN 978-80-261-0573-2.
- SÁLOVÁ, Anna, Zuzana VESELÁ, Jana ŠUPOLÍKOVÁ, Lucie JEBAVÁ a Jiří VIKTORA. Copywriting: pište texty, které prodávají. Brno: Computer Press, 2015. ISBN 978-80-251-4589-0.
- HOLIDAY, Ryan. Growth hacker marketing: a primer on the future of PR, marketing and advertising. New York: Portfolio/Penguin, 2014. ISBN 978-1-59184-738-0.
- PROCHÁZKA, Tomáš a Josef ŘEZNÍČEK. Obsahový marketing. Brno: Computer Press, 2014. ISBN 978-80-251-4152-6.
- Online marketing. Brno: Computer Press, 2014. ISBN 978-80-251-4155-7.

### ***Weekly Homework***

The course is organized as combination of lectures, case studies and students' active collaboration and participation. Students are obliged to work individually on their self-chosen business projects and deliver assigned homeworks on a weekly basis (in the respective repository folder into IS - another means of homework delivery will not be taken into consideration). Activity and participation during the lectures/seminars is evaluated, together with the participation during the case studies analysis, homework, or any other activities in the class. Students will be informed about the specific tasks during the lectures or assigned the homework in advance.

### ***Major Assignments: Descriptions***

#### **HOMEWORKS**

Students will get Homework templates on every seminar with the concrete questions and space for the answers.

Before the final work, students will also get the template. The final work will be simply joining all homeworks done through the semester with the title page and the last page for Feedback about the course and teachers that will be obligatory to fill in.

*What is the project about?*

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Business project is about launching an imaginary e-commerce platform or online business according to student's preferences. Student picks her/himself the idea they would like to develop further. As the course progress and different topics are covered, students would have to fulfill respective assignments accordingly and in context of their business project. At the end of the semester, as a result of homeworks, students will have online business-ready case in their hands.

*What the Final HW should include?*

The final work should be simply the collection of all previous thirteen which student have had during the course of the semester. It should be delivered into the IS, in readable **word file format**.

*What will be evaluated in your Homework?*

- General Quality of the business project
- Validity and relevance of the information provided
- Structure of the work and solutions
- Creativity and out-of-the box approach etc.

### **EXAM**

The final exam consists of 14 questions. Questions will be both multiple choice (only one correct answer) and open questions. The exam will take place during the standard examination period and students are obliged to preregister for the respective date which are going to be provided within the IS and communicated in due time.

### ***Class Participation***

The language of the course is English. Students are obliged to participate actively in the class. Lecturers expect from students to think critically about lectures, comment, ask, discuss or analyze any topic that is brought up in the classroom. All interactions in class will be civil, respectful, and supportive of an inclusive learning environment for all students. If there are any concerns about classroom participation and classroom dynamics, students are free to speak to their lecturers.

### ***Course Grading***

The course finishes with a final exam. Students are required to continuously work on their project during the semester, be present during the lectures and seminars and actively participate. In order to pass the course, students need to collect at least 60% of maximum 100 points.

Explanation of Grading System

- **Individual business project= 56%**
- **Final exam = 34%**

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- **Class participation, discussions and assignments = 10%**

### Sample Grade Cutoffs

<b>A</b>	<b>90 – 100%</b>	<b>Excellent.</b> Comprehensive knowledge and understanding of the subject matter.
<b>B</b>	<b>83 – 89%</b>	<b>Very Good.</b> Comprehensive knowledge and understanding of the subject matter.
<b>C</b>	<b>75 – 82%</b>	<b>Good.</b> Moderately broad knowledge and understanding of the subject matter.
<b>D</b>	<b>67 – 74%</b>	<b>Satisfactory.</b> Reasonable knowledge and understanding of the subject matter.
<b>E</b>	<b>60 – 66%</b>	<b>Marginal.</b> Minimum knowledge and understanding of subject matter.
<b>F</b>	<b>Below 60%</b>	<b>Failing.</b> Unacceptable level of knowledge and understanding of subject matter.

### *Course Policies and Information for Students*

#### ATTENDANCE POLICY

**Attendance on lectures is not obligatory unless there is an external speaker** (which will be announced in advance). However, **attendance on seminars is mandatory**. If someone has a valid reason not to attend, he/she needs to let lecturers know at least 2 days in advance. **Maximum three missed seminars are allowed**. In case student was not attending seminars more than three times, he/she will not be entitled to attend exam.

#### PENALTIES FOR LATE WORK and REQUESTS FOR EXTENSIONS

Students must respect deadlines. They are created according to the abilities of University students and are applicable to all. Delivering required work after the deadline will lead to losing points (1 day= minus 0.5 points ).

In case students need to extend the date, they need to inform the lecturer in advance and explain the valid reason for such situation.

#### POLICIES ON MISSED EXAMS, MAKE-UP EXAMS OR QUIZZES

Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate a disciplinary action, which might lead to the termination of the studies.

#### REQUESTS FOR INSTRUCTOR FEEDBACK ON DRAFTS AND REQUESTS TO REVISE

Students can, at any time during the semester, ask lecturers for feedback, advice, suggestion or revision of their on- going work. This is done either during the seminars, office hours or via email.

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### *Disclaimer*

The lecturers reserve the right to make modifications to this information throughout the semester.

### *Preliminary Schedule of Topics and Required Readings*

<b>Date</b>	<b>Topics/Assigned Readings/Homework</b>	<b>Major Assignments and Deadlines</b>	<b>Lecturer:</b>
19.02.2019	Digital Marketing Strategy & Market Research	<b>Chapter 2 &amp; 3 (p. 14-67)</b>	<i>Ing. Dušan Mladenović</i>
26.02.2019	Keywords Analysis	<b>Tbd</b>	<i>Ing. Anida Krajina Ph.D.</i>
05.03.2019	Basics of Online Advertising	<b>Chapter 11 (p.293-318)</b>	<i>Ing. Anida Krajina Ph.D.</i>
12.03.2019	Search Advertising – PPC	<b>Chapter 10 (p.264-290)</b>	<i>Ing. Anida Krajina Ph.D.</i>
19.03.2019	Search Engine Optimization - Onsite and Offsite SEO	<b>Chapter 9 (p.229-259)</b>	<i>Ing. Anida Krajina Ph.D.</i>
26.03.2019	Content Marketing Strategy	<b>Chapter 4 (p.69-87)</b>	<i>Ing. Anida Krajina Ph.D.</i>
02.04.2019	Copywriting	<b>Chapter 7 (p.165-194)</b>	<i>Ing. Dušan Mladenović</i>
09.04.2019	Email Marketing	<b>Chapter 16 (p.431-458)</b>	<i>Ing. Dušan Mladenović</i>
16.04.2019	Social Media Strategies and Channels	<b>Chapter 14&amp;15 (p.365-428)</b>	<i>Ing. Anida Krajina Ph.D.</i>
23.04.2019	Mobile and Video Marketing	<b>Chapter 13 (p.343-363) Chapter 17 (p.461-492)</b>	<i>Ing. Dušan Mladenović</i>
30.04.2019	UX	<b>Chapter 5 (p.93-129)</b>	<i>Ing. Dušan Mladenović</i>
07.05.2019	CRM Online	<b>Chapter 8 (p.201-227)</b>	<i>Ing. Dušan Mladenović</i>
14.05.2019	Analytics & Measurement	<b>Chapter 18 (p.497-521)</b>	<i>Ing. Anida Krajina Ph.D.</i>
	EXAM	Textbook : eMarketing: The essential guide to marketing in a digital world	