

1.	Course title	Marketing	
2.	Course code	CSEW310	
3.	Study program	Applied E-Technologies	
4.	Unit offering the course	<b>FCSE</b>	
5.	Undergraduate/postgraduate/PhD	<b>Undergraduate</b>	
6.	Year/semester Second/summer	7. ECTS: <b>6</b>	
8.	Teacher(s)	Smilka Janeska-Sarkanjac, PhD, Ljupcho Antovski, PhD	
9.	Course prerequisites	/	
10.	<p>Goals (competences):</p> <p>Introduction to key elements for the development of marketing strategy and planning marketing program</p> <p>Developing skills for solving marketing problems through set of analytical tools (frames, concepts, models and techniques)</p> <p>Presentation of case studies how companies from different industries organize their marketing</p> <p>Integrating e-marketing into the overall marketing strategy</p> <p>Assessment of the content and structure of web pages against business objectives</p> <p>Application of the latest techniques in internet marketing communications, such as viral marketing, blogs or social networks marketing.</p>		
11.	<p>Course content:</p> <p>Basic concepts and definitions of marketing, market, marketing management, marketing strategy development, analysis of internal and external marketing environment, marketing mix, market and consumer behavior, consumer satisfaction, customer relations, segmentation, targeting, positioning, products, services and brands, pricing strategies, marketing channels, promotion mix - advertising, sales promotions, direct marketing, personal selling, public relations.</p> <p>Internet Marketing - basics of internet marketing, e-business, e-commerce, transactions between consumers, businesses and government institutions; types of web presence; SWOT analysis, internet marketing strategies, e-business strategies, online targeting, online marketing mix; deintermediation; reintermediation, virtual organizations, web promotion, interactive online marketing communications, optimization of the communication mix to increase the number of visitors to the website; measures used for setting the goals of the campaign and assessment of the success of the campaign according to its sophistication; indexing search engines; online public relations, blogs; RSS; viral marketing, marketing on social networks.</p>		
12.	Teaching methods: Lectures supported by slide presentations, exercises, teamwork, case studies, preparation of student assignments, electronic learning environment (forums, consultations)		
13.	Total available time	6 ECTS x 30h = 180h	
14.	Distribution of the available time	30 + 45 + 105 = 180 h	
15.	Teaching activities	15.1. Lectures	30 hours

		15.2.	Training (labs, problem solving), seminar and team work	45 hours	
16.	Other activities	16.1.	Project work	30 hours	
		16.2.	Self study	35 hours	
		16.3.	Home work	40 hours	
17.	Grading				
	17.1.	Tests		80 points	
	17.2.	Seminar work/project (written or oral presentation)		10 points	
	17.3.	Active participation		10 points	
18.	Grading criteria		to 49 points	5 (five) (F)	
			from 50 to 60 points	6 (six) (E)	
			from 61 to 70 points	7 (seven) (D)	
			from 71 to 80 points	8 (eight) (C)	
			from 81 to 90 points	9 (nine) (B)	
			from 91 to 100 points	10 (ten) (A)	
19.	Final exam prerequisites	Successful completion of activities 15.1 and 15.2			
20.	Course language	Macedonian and English			
21.	Quality assurance methods	Internal evaluation mechanisms supported by student polls			
22.	Literature				
	22.1.	Compulsory			
		No.	Authors	Title	Publisher
		1.	Kotler Philip, Armstrong Gary	Principles of Marketing, 14/e	Prentice Hall
		2.	Dave Chaffey Fiona Ellis-Chadwick Richard Mayer Kevin Johnston	Internet Marketing: Strategy, Implementation and Practice, 3/e	Pearson Education
		3.	Rob Stokes, Sarah Blake	eMarketing: the essential guide to digital marketing	Quirk Education
		2012	2006	2011	
	22.2.	Mandatory			
		No.	Authors	Title	Publisher
		1.			
2.					
3.					