1.	Course title	**E-marketing**		
2.	Course code	KMET-I-14		
3.	Study program	**Computer networks and e-technologies**		
4.	Unit offering the course	**FCSE**		
5.	Undergraduate/master/PhD	**Master**		
6.	Year/semester 1(2)/summer/elective	7. ECTS: **6**		
8.	Teacher(s)	Assoc. Prof. Dimitar Trajanov		
9.	Course prerequisites	None		
10.	Goals (competences): After successfully completing the course, the student is expected to understand the basic principles of marketing. The student will be able to understand and use e-marketing technologies as well as understand the Internet users behaviour when making decisions for online shopping and apply this knowledge for creation of successful business solutions.			
11.	Course content: e-Marketing introduction. Market research. Crowd sourcing. Internet marketing technologies. E-mail marketing. Online advertising. Search engine based marketing. Search optimization. Pay by click advertisements. Social media channels. Social media strategies. Online reputation management. Mobile devices marketing. Location based marketing. Semantic web marketing. User management. Web analytics.			
12.	Teaching methods: Lectures supported by slide presentations, interactive lectures, trainings (using lab equipment and software packages), team work, case studies, invited guests and lectures, individual practical assignments presentations, seminar paper, e-learning (forums, consultations).			
13.	Total available time	6 ECTS x 30 hours = 180 hours		
14.	Distribution of the available time	30 + 15 + 135 = 180 hours		
15.	Teaching activities	15.1.	Lectures	30 hours
		15.2.	Training (labs, problem solving), seminar and team work	15 hours
16.	Other activities	16.1.	Project work	60 hours
		16.2.	Self study	25 hours
		16.3.	Home work	50 hours
17.	Grading			
	17.1.	Tests		40 points
	17.2.	Seminar work/project (written or oral presentation)		45 points
	17.3.	Active participation		15 points
18.	Grading criteria	to 59 points		5 (five) (F)
		from 60 to 68 points		6 (six) (E)
		from 69 to 76 points		7 (seven) (D)
		from 77 to 84 points		8 (eight) (C)

		from 85 to 92 points	9 (nine) (B)
		from 93 to 100 points	10 (ten) (A)
19.	Final exam prerequisites	Successfully completed activities 15.1 and 15.2	
20.	Course language	Macedonian and English	
21.	Quality assurance methods	Internal evaluation and student questionnaires	

22.	Literature					
	22.1.	Compulsory				
		No.	Authors	Title	Publisher	Year
		1.	Judy Strauss, Raymond Frost	E-Marketing 5th Edition	Pearson Education	2008
		2.	Kenneth Laudon, Carol Traver	E-Commerce Business,Technology, Society	Prentice Hall	2008
		3.	Rob Stokes, Sarah Blake	eMarketing: the essential guide to digital marketing	Quirk Education	2011
	22.2.	Additional				
		No.	Authors	Title	Publisher	Year
		1.				
		2.				
		3.				