

Course title: INTERNET MARKETING

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| Lecturers | Full Prof. Damir Dobrinić, Ph.D. Assoc. Prof. Iva Gregurec, Ph. D. |
| Language of instruction | Croatian and English |
| Study level | Master |
| Study programme | Economics of Entrepreneurship |
| Semester | 2 nd (summer) |
| ECTS | 4 |
| Goal | The Internet is becoming a very significant promotional sales medium with several specific advantages expressed through low costs and the ability to engage in interactive communication with consumers. Basically, these are significant advantages over other forms of communication, which result in its greater use in all areas of social and economic activity. The purpose of the course is to enable students to upgrade their existing marketing knowledge by getting acquainted with the trends in the field of internet marketing, as well as their specific characteristics of analyzing, planning and conducting marketing activities in online environment. |
| General and specific learning outcomes | <ol style="list-style-type: none">1. Analyze the state, identify opportunities and define problems faced by organizations and individuals in implementing ICT, and formulate solutions with the use of ICT.2. Understand relevant factors that affect the business operation of an organization and individuals, and apply basic methods and concepts of business planning, management and accounting.3. Understand and apply ethical principles, legislative regulation and norms that are applied in the professional field of discipline.4. Understand processes, methods and technologies for the management of IT services and resources, and provisioning and support of different ICT related services. |
| Content | <p>INTRODUCTORY LECTURE (2 hours) - introducing students to the subject, curriculum, teaching methods and course requirements, brief reminder of the basic concepts of traditional marketing in order to introduce students to the course and its basics - recalling the elements of the marketing mix. The importance of segmentation, positioning and market research, and the basic environmental influences on the behavior of businesses in their work environment</p> <p>INTERNET AS MARKETING MEDIA (2 hours) - conceptual definition of the internet, historical development of the internet, the main forces shaping the age of the internet, internet services, internet technology development, Internet marketing determination, marketing strategy in the new digital age (e-business, e-commerce, e-marketing)</p> <p>INTERNET MARKETING (2 hours) - definition of internet marketing, internet vs. electronic marketing, transactions in internet marketing, examples of business models in internet marketing, process of internet marketing, introduction to digital marketing strategy (features of digital marketing strategy, application of internet marketing, advantages and disadvantages of internet marketing), digital marketing communication (relationship between digital and traditional communications, types of digital communication)</p> |

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| | <p>MARKETING ENVIRONMENT OF INTERNET MARKETING (2 hours) - microenvironment - online market analysis, analysis of consumers and their behaviors, online consumer behavior, competitors, suppliers, intermediaries, market models, macro environment - the degree of change in the environment, social factors, legal and ethical factors, technological factors, acceptance of technological innovation, economic factors, political factors</p> <p>BUSINESS MODELS ON THE INTERNET (2 hours) - e-commerce (auxiliary tools, purchase procedure, advantages and disadvantages, security and privacy of e-commerce, payment in e-commerce, contracting via internet), B2B trade, B2C trade, m-commerce, online store, online department stores, online auctions, online service models (e-learning, e-banking)</p> <p>DEVELOPMENT OF INTERNET MARKETING STRATEGY (2 hours) - integrated internet marketing strategy, influences on strategy selection, parts of internet marketing strategy, generic strategic approach, presentation ie. situation analysis, strategic goals setting, strategy formulation (market and product strategy development, strategies business and revenue, targeting strategy - target segment selection, positioning and differentiation strategy, multi-channel distribution strategy, multi-channel communication strategy, online communication mix and budget, organizational capabilities), strategy implementation</p> <p>RELATIONSHIP MARKETING USING THE INTERNET (2 hours) - concept of relationship marketing (benefits of relationship marketing, consumer value differentiation, consumer loyalty, satisfaction and loyalty relationship), CRM concept - customer relationship management (term, importance of CRM for the internet marketing), the concept of e-CRM - electronic customer relationship management, (term, specificity of e-CRM and its importance for internet marketing, e-CRM implementation approach)</p> <p>DIGITAL MEDIA CAMPAIGN PLANNING (2 hours) - characteristics of digital media: goal setting and search for interactive marketing communication (terminology for measuring the effectiveness of digital campaigns), campaign insight (consumer insight), segmentation and targeting, offer, message and creative development , budgeting and selection of the digital media mix (level of investment in digital media techniques, selection of appropriate mix elements), integration into the overall media schedule and plan (planning and selection of major activities)</p> <p>INTERNET AND ELEMENTS OF MARKETING MIX (2 hours) - product (digital product, e-services, brand in internet marketing), price (price transparency on the internet, influences on pricing, impact of costs), promotion (only general - promotional mix) on the Internet), distribution (the Internet as a sales and distribution channel, major trends in online sales and distribution), people, process, physical evidence</p> <p>MARKETING INTERNET COMMUNICATION I. (2 hours) - search engine optimization (SEO), online marketing communication, online advertising, ad network, affiliate programs, online sales promotion, online public relations, viral marketing, online partnerships (affiliate marketing), interactive advertising</p> |
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| | <p>MARKETING INTERNET COMMUNICATION II. (2 hours) - direct internet marketing, direct email, email production, SPAM, email marketing, offline vs. online marketing, offline promotional techniques (advantages and disadvantages of using offline communication to support internet marketing, public relations, direct marketing, word-of-mouth marketing)</p> <p>MARKETING INTERNET COMMUNICATION III. (2 hours) - new trends (virtual communities, social networking - conceptual definition, types and purpose of social networks and mobile marketing - conceptual definition, wireless advertising models, measuring mobile marketing campaign results), new media activities, social media optimization, use of new trends for marketing purposes, especially advertising</p> <p>INTERNET MARKETING OF THE FINAL CONSUMPTION MARKET (B2C) (2 hours) - consumer behavior models, characteristics that influence consumer behavior, consumer decision-making process, consumer attitude to online consumer behavior, internet acceptance, trends affecting consumer behavior, motives to use the internet, e-commerce marketers' point of view, implementation of e-commerce strategy</p> <p>INTERNET MARKETING BUSINESS CONSUMPTION MARKETS (B2B) (2 hours) - business consumption markets (B2B market characteristics, business buyer behavior model), online business buying, environment and B2B online trading marketplace, B2B e-commerce sales points, online efficiency, analysis of factors that influence the adaptation of Internet technologies, B2B digital marketing strategies on the Internet</p> <p>INTERNET MARKET RESEARCH (2 hours) - defining problems and setting research goals, determining data sources and types of research, compiling a survey questionnaire, methods and forms for data collection, sample and data collection, data analysis and interpretation of results, reporting</p> |
| Exercises | During the semester students in teams of max 5 students will work in teams and analyze relevant case studies for each lecture topic. And that team will have to make an e-marketing plan for a new or innovative product or service and present it on seminars. The basic for e-marketing plan will be laboratory exercises where students will make analysis for creating that plan. |
| Realization and examination | <p>Classes: Lectures, seminars and exercises</p> <p>Examination: case study analyses, making of e-marketing plan and its evaluation, written exam</p> |
| Related courses | <ol style="list-style-type: none"> 1. Introduction to marketing 2. Customer relationship management 3. Databased marketing |
| Literature | <p>Basic:</p> <p>Lecture materials</p> <p>Chaffey, D. Ellis-Chadwich, F: Digital marketing: Strategy, Implementation and Practice, 7th edition, Pearson, 2019.</p> <p>Chaffey, D.: Digital Business and E-Commerce Management: Strategy, Implementation and Practice, 6th edition, Pearson 2015.</p> <p>Additional:</p> |

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| | <p>Hanlon, A.: Digital marketing: Strategic planning & integration, 1st edition, Sage, 2019.</p> <p>Charlesworth, A.: Digital marketing: A Pratical Approach, 3rd edition, Routledge, 2018.</p> |
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