



University of Prizren “Ukshin Hoti”
Faculty of Economics
Program: International Management

SYLLABUS							
Level of studies		Bachelor	Program	International Management		Academic year	2019/20
SUBJECT		E-Marketing					
Year	II	The status of Subject	Obligatory	Code		ECTS credits	5
Semester	IV						
Teaching weeks	15		Teaching classes			Lectures	Exercises
						2	2
Teaching Methodology	Interactive lectures, seminar papers, discussions						
Consultation							
The teacher	Prof. Ass. Dr. Hysni Terziu			e-mail	hysni.terziu@hotmail.com		
				Tel.	044-134-730		
Assistant	Festim Tafolli			e-mail	/		
				Tel.	/		
The purpose of the course				Expected learning outcomes			
<p>The purpose of the course program is gaining knowledge and skills for managing and handling the subject of e-marketing study in general. We now live in an extremely advanced environment in terms of communication. Companies use this digitalized environment to sell their products and services. E-Marketing is intended to create demand by using the power of the Internet. Through internet marketing applications, the company can attract more people on the website, increase the number of customers for the business, and also influence the company's growth in all aspects.</p> <p>The course explains in detail how the internet changes the mixing elements online. What are the internet implications in brand development? How do companies develop online price strategies? Does the country matter - distribution online? How Does Online Communication Work Strategically? And many other topics.</p> <p>Students participate in professional lectures in the form of seminars, consultations and discussions.</p>				<p>At the end of this course, students will be able to:</p> <p>Know what E-Marketing really is.</p> <p>How does E-Marketing help the enterprise to deal with many consumers, how it affects the overall growth and development of the enterprise and the most efficient methods of using it.</p> <p>Students will develop the skills needed for a successful electronic marketing promotion from the theoretical and practical aspect of online shopping and sales.</p> <p>a) Knowledge: The subject transmits student knowledge of the basic concepts of electronic marketing, such as methods of consumer behavior research, e-marketing policies, and management practices that are required for job applications. Electronic marketing activities of electronic marketing activities appear as social needs of people and the necessity of studying e-commerce marketing is even more pronounced because of the new conceptualization that is taking the subject of</p>			

<p>These theoretical practical activities directly affect the professional preparation of students' teaching in the field of e-Marketing.</p>	<p>E-marketing as a scientific teaching subject. which contains within it potential to be commercialized because it provides perceptions of service.</p> <p>b) Skills: Students are expected to be trained in the practical application of subject concepts and develop according to these concepts and model criteria of intellectual education classes in the academic and academic academic and university institutions of the respective field.</p> <p>c) Attitudes: Students are expected to become aware of and understand the importance of professional development of teaching physical and professional education on the basics of electronic marketing at universities and assess the knowledge gained from this subject.</p>		
<p>Methodology for the implementation of educational topics:</p>			
<p>Interactive lectures, seminar papers, discussions etc.</p>			
<p>Conditions for realization of educational topics:</p>			
<p>Hall with the possibility of obscuring, computer and projector.</p>			
<p>• Methods of evaluation and passing criterions</p>			
<p>Students are evaluated through testing, whereas the final grade consists of four components:</p> <ul style="list-style-type: none"> - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points <p>• Exam: 100 points</p>	<p>Evaluation in%</p>	<p>Final grade</p>	
	<p>91 - 100</p>	<p>10 (ECTS – A)</p>	
	<p>81 – 90</p>	<p>9 (ECTS - B)</p>	
	<p>71 – 80</p>	<p>8 (ECTS - C)</p>	
	<p>61 – 70</p>	<p>7 (ETCS - D)</p>	
	<p>51 – 60</p>	<p>6 (ETCS - E)</p>	
<p>40 - 50</p>	<p>5* (ETCS – FX)</p>		
<p>Obligations of the student:</p>			
<p>Lectures</p>		<p>Exercises</p>	
<ul style="list-style-type: none"> - Attending lectures, - Participation in debates, - Adhering to the code of courtesy, etc. 		<ul style="list-style-type: none"> - Attending of hours of exercise - Adhering to the code of courtesy, etc. 	
<p>Student's workload for the subject</p>			
<p>Activity</p>	<p>classes</p>	<p>Days / Week</p>	<p>Total:</p>
<p>Lectures</p>	<p>2</p>	<p>15</p>	<p>45</p>
<p>Practical work (Internship)</p>	<p>2</p>	<p>15</p>	<p>18</p>
<p>Consultation with teachers</p>	<p>2</p>	<p>1</p>	<p>10</p>
<p>Field work visits</p>	<p>1</p>	<p>15</p>	<p>6</p>
<p>Seminars</p>	<p>2</p>	<p>3</p>	<p>9</p>
<p>Own study time</p>	<p>8</p>	<p>1</p>	<p>10</p>
<p>Preparation for final exam</p>	<p>1</p>	<p>20</p>	<p>48</p>
<p>Time spent on assessment (tests, exams, etc.)</p>	<p>1</p>	<p>2</p>	<p>3</p>
<p>Projects, presentations, etc.</p>	<p>2</p>	<p>1</p>	<p>1</p>

Note: 1 ECTS credit = 25 hours of commitment, example -if the subject has 5 ECTS credits a student must have 125 hours during the semester commitment	In total:	125
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Week	Lecture		Exercises	
	Topic	classes	Topic	classes
1.	Knowledge of subject matter, concepts and marketing definitions. Objectives of marketing study. An overview of online marketing. Defining Internet Marketing. Need for internet marketing.	2	Discussion questions	2
2.	Internet marketing as a vital part of the integrated marketing strategy. Website, a platform for online marketing in the business-consumer sector. Creating relationships with consumers. Internet customer experience and the importance of creating a web.	2	Discussion questions and examples	2
3.	Personalized Web site and virtual consumer communities. The impact of the web on service marketing. The impact of the web on consumer behavior	2	Discussion questions and examples	2
4.	Defining services. Electronic Services. Definition, importance and dimensions of electronic service quality. Basic changes, between the dimensions of quality of traditional services and electronic services. Determining services, an indispensable requirement for assessing the quality of electronic services.	2	Discussion questions and examples	2
5.	Understanding consumer value in the online environment. Criteria for Evaluating the Quality of Electronic Services on the Website. Internet technologies and consumer readiness. Online purchasing process. Online customer satisfaction as a quality gauge of electronic services.	2	Examples	2

6.	Tourism industry and the role of internet marketing. The Internet's Advantages in the Tourist Agencies sector. Understanding consumer needs for tourism products and quality of electronic services.	2	Discussion questions and examples	2
7.	Models for quality assessment of electronic services. Models SERVQUAL, WEBQUAL Models, e-tail models, e-MICA models. Criticism and comparison of quality evaluation models of electronic services. Conceptual model for understanding and improving the quality of electronic services.	2	Discussion questions and examples	2
8.	Test - Consultation	2		2
9.	National Strategy on Information Technologies. Information technologies and their use by businesses. Online Marketing and Evaluation of Electronic Services. Electronic commerce and business readiness. Online banking in the banking system. The Influence of the Internet in the Development of Tourist Agencies. Changes in the electronic market over the years.	2		
10.	Research Methodology. Choice of quality electronic service issues to be tested. Selection of sample population in the study. Sample size. Compilation of questionnaires. Methodological limitations. Statistical analysis of study data. Reliability analysis. Exploration factor analysis. Variance analysis. Regression analysis. Analysis of respondents' comments. Formulating hypotheses of study. Theoretical bases of the study. Basic evaluations after the literature review.	2	Examples and interactivity	2

11.	Research findings - Questionnaire analysis for tourist agencies. Analysis of section A- General information for tourist agencies. Perceptions of tourism agencies on website building and management. The purpose of building a website. The main barriers to the use of online marketing by Albanian tourist agencies. The role of websites. Online Marketing and Evaluation of Electronic Services. The main barriers to the use of online marketing by Albanian tourist agencies.	2	Examples and interactivity	2
12.	Website content analysis of tourist agencies. Website development and degree of sophistication. Research Findings. Questionnaire analysis for consumers. Analysis of section A- General information for Consumers. Internet usage templates. Online shopping models.	2	Examples and interactivity	2
13.	Sector Analysis B- The Importance of Electronic Services. Most important comments. Variance analysis.	2	Examples	2
14.	Variance analysis by exploration factor. Analysis of variance results by age groups. Variation analysis results by sex. Analysis of variance scores by educational level. Analysis of the variance results according to the internet usage patterns and the current experience of the respondents.	2	Examples and interactivity	2
15.	Results of statistical analysis. Improving and developing electronic services based on consumer perceptions. Action Plan.	2	Final Test	2

LITERATURE

Basic Literature:

Authorized lectures, Prof.Ass.Dr. Hysni Terziu, 2016/2017

Philip Kotler, Marketing Management, 1999., P. S. & Chaffey, Internet Marketing, 2005.

Online Marketing Opportunity Report: Social Media, Blog, and Search Engine Activity by Industry, HubSpot.com, The Small Business Online Marketing Guide, Google, 2011, MSc. Shkumbin Misini, MARKET PLACE, Pristina: Universum College, 2012., R.E.H. & M. Liebe, Economics Principles and Application, 2004.

Adam, S., Mulye, R., Deans, K. and Palihawadana, D. (2002) "E-Marketing in Perspective: A Three-Country Comparison of Business Use of the Internet" Ainscough, T. and Luckett, M. (1996) "The Internet for the Rest of Us: Marketing on the World Wide Web", Internet Marketing Adoption: Factors Affecting Website

Sofistication AieX Marketing Intelligence and Planning, Vol. 20, No. 4, p.243-251, 1995 Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. and Wood, S. (1997) factors affecting website sophistication

Additional Literature:

Standing, C. (2002). Sharma and Sheth, "Electronic Services Quality" 2004 Shneiderman, 1998 Quality of Electronic Services Teo and Pian, Internet Marketing, 2003 Tourism Concern (2003), Annual Reports and Accounts Wolfinbarger & Gilly, 2003 Electronic Service Quality Online Marketing and Evaluation of Electronic Services O. Theodhori 175 www.akt.gov.al www.electronic services quality www.MTKRS.gov.al www.moe.gov.al www.bankofalbania.com www.korcavizion.co.

Note:

Keeping quiet in learning according to the code of academic conduct,
The student should be mindful of and respect the institution and academic rules.
Must observe the class schedule, and be aware of the classroom hours.
It is obligatory to have possession and presentation of student index / card in tests and exams.
When drafting seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.