UNIVERSITY "UKSHIN HOTI" PRIZREN
FACULTY OF COMPUTER SCIENCE

PROGRAM: Software Design

Curriculum– SYLLABUS							
Level of studies	BACHELOR		*Program*	SD	*Academic year*		2018/2019
SUBJECT		On-line Marketing					
Year	III - rd	*Status Of the subject*	Elective		*Code*	5Z2	*ECTS credits*	3
Semester	V-th							
Teaching weeks		15		*Hours teaching*	30	*Lectures*	*Exercises*
						2	
Teaching Methodology		Lectures, exercises, seminar papers, consultations, tests.					
Consultation		One hour / week					
The teacher		Prof.Asoc.Dr. Naim BAFTIU	*E-mail:*	naim.baftiu@uni-prizren.com			
			Tel.:	+38344234018			
Assistant		Prof.Asoc.Dr. Naim BAFTIU	*E-mail:*	naim.baftiu@uni-prizren.com			
			Tel.:	+38344234018			

Study goal and table of content	Benefits of student
This course attempts to be a comprehensive overview of the field. It's work will require written assignments, programming and a final project. Assignments will be part of final project. The course offers a number of practical projects in web programming, focusing on online marketing. The project will be one online business idea covered with business plan and the final project with programming in web to develop one web application for marketing of that business.	The objective of the course is to make the student able to identify customer needs, and teach them to communicate information about products and services to potential customers. Course includes study in the areas of marketing research, public relation, customer behavior and international marketing. Individuals need to develop creative, analytical and leadership abilities to function in this field. By the end of this course, students will have certain knowledge how to organize and plan effective advertising campaigns by determining the public demand for services and products. They will know how to plan and build on web site for online marketing of products and services.

Methodology for the implementation of educational topics:
The course will be separated in two parts. In first part there will be lecture hour presented with PowerPoint and in second part will be practical hour. In practical hour there will be explanation about project and homework. It is going to have explanation

for every part of the homework.

Conditions for realization of educational topics:
Projector needs to present lectures with PowerPoint.

Ways of assessing of the student (in %) :	Evaluation in%		Final grade
Table with details of the manner of evaluation:	0-50%	**5**	
	51-60%	**6**	
	61-70%	**7**	
	71-80%	**8**	
In this course the student will have homework which are going to have 5%. Also there will be 2 midterms the first one 30% and the second one 40%. The project will have 15%. About project details the students will be announced during the practice hour.	81-90%	**9**	
	91-100%	**10**	

The grade distribution is shown in the following table:

Attendance	10%
Homework	5%
Project	15%
Midterm 1	30%
Midterm 2 (or complete project)	40%
Total	100%

Notice: The students that are not going to pass the subject or like higher grade they are going to enter final exam that will be hold during the exam session**.**

Total		

Obligations of student:	
Lectures	**Exercises**
Must be active during the lectures with questions and comments.	They need to make a presentation of homework.

Student workload for Subject			
Activities	**Hour/ weeks**	**Days/Weeks**	**Total**
Lecture	30		30
Theoretical exercises/ laboratory	15		15
Practical work	5		5
Exercises in terrain	10		10
Midterms, seminars	5		5
Homework	10		10
Time to study the student (at home or library)	0		0
Consult hours with proffesor			
Notice: 1 ECTS credits= 25 hour commitment, e.g. if the subject has 6 ECTS credits student must have 150 hours during the semester commitment.	**Total load:**		**75**

Week	Lectures	Hour	Exercises	Hour
	Topic		Topic	
1	Introduction to online marketing	1	Discussion on the projects and forming groups of projects	1
2	Creating a base on online marketing	1	Formation of groups and determination of the project and discussion topics for homework "project proposal"	1
3	Planning web site	1	Business plan and financial plan	1
4	Building web site	1	Designing Company logo	1
5	Content Marketing	1	Presenting the Business Plan and financial plan	1
6	Blogging - Creating blog	1	Banner Design	1
7	Social media marketing	1	Presentation of the Company logo and banner	1
8	Web analytic	1	Colloquia 1	1
9	Optimization of search engines	1	Discussion on the web site Template	1
10	Online advertising / marketing through search engines	1	Login of the web site	1
11	e-mail marketing	1	Presentation web site template	1
12	Relationships with the online public	1	Discussion on developing of shopping card in work project	1
13	Managing many tasks for web marketing part 1	1	Building administrator part in the project	1
14	Managing many tasks for web marketing part 1	1	Building client part in the project	1
15	Colloquia 2	1	Presentation of projects	1

LITERATURE:

Basic Literature :
1. The McGraw-Hill 36-Hour Course: Online Marketing (McGraw-Hill 36-Hour Course) by Lorrie Thomas.
2. All the literature from the internet.

Additional Literature:
1. Marketing in the Age of Google: Your Online Strategy IS Your Business Strategy by Vanessa Fox

NOTICE:

- In general presentations of lectures will be made through Power Point system, table, use of materials and computer software and the Internet.
- Also, the professor will be provided additional materials (papers, publications, national bulletins and sound research findings and final).
- During each session, will be organized conversations with students.

Notice for the student:

The students are required to be regular in the lectures and exercises.

The contribution of the students in the form of conversation with the students will be evaluated.

Arrival time at lectures and exercises is mandatory.

Students are expected to behave in a professional and courteous. Students can discuss the laboratory tasks in general with other students, but the solution must be done individually. Method of grading should be same residence for all students.

Students do not need to replicate a solution to another person, by any other book or other source (eg web pages), but the solution must be the original of his own. The same rules are for homework and projects or seminary. Copying someone else's work will not be tolerated. Professors will report evey violation of the rules of Commission for plagiarism.