

SYLLABUS

The basic course informations:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	E - Marketing		
Level:	Master		
Status:	Elective		
Year of studies:	I		
The number of hours per week:	4		
ECTS:	6		
Time / Location:			
Course Professor:	Fari Bushi		
Contact details:	fari.bushi@ushaf.net		
Course description			
	<i>This course focuses on the detailed planning process and implementation of a comprehensive e-marketing strategy using alternative price strategies, advertising, promotion, and distribution channels. The course also examines other critical issues such as buying and retaining customers, the challenges companies face in implementing e-marketing strategies in global markets.</i>		
Objectives:			
	<i>The course objective is to provide knowledge on principles and practices related to the use of the Internet to enhance marketing activities at various enterprises. It also deals with the description and understanding of terminology, concepts and activities of electronic marketing, identification of recent developments and their origins in e-marketing practices.</i>		
Learning outcomes:			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>understand the importance of e-marketing and the role of e-marketing plans as a component of corporate level plans</i> • <i>manage all aspects of campaigns on e- marketing tactics, as solutions for marketing challenges.</i> • <i>apply leading edge e- marketing tools available today</i> • <i>analyze websites and understand the complexities of marketing on the Internet.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work			
Contacts with the teacher / consultants	1	15	15
Field exercises			

Kollokfieme, seminars	3	3	9
Homework			
Student study time (in library or at home)	3	15	45
Final Preparation for Examination	10	2	20
Time spent on assessment (tests, quiz, final exam)	1	1	1
Projects, presentations, etc.			
Total			150

Methodology of teaching: *Lectures and exercises combined with case studies.*

Methods of assessment *Seminar (case study) 50%*
Exam 50%

Literature

Basic Literature

1. *Strauss, Judy & Frost, Raymond, E-Marketing, 7th ed. UK: Pearson EducationInc, 2014.*
2. *Nail Reshiti, Marketingu, Prishtinë, 2010.*

Supplementary Literature:

3. *Ligjerata nga Hykmete Bajrami.*
4. *Strauss, Judy & Frost, Raymond, E-Marketing, 7th ed. UK: Pearson EducationInc, 2014.*

The lesson plan Design:

Week	Lectures to be held
WEEK 1:	<i>E - marketing, the past, the present and the future</i>
WEEK 2:	<i>E-Marketing Strategy</i>
WEEK 3:	<i>E-Marketing Research</i>
WEEK 4:	<i>E-Marketing Environment</i>
WEEK 5:	<i>Connected Consumers Online</i>
WEEK 6:	<i>Segmentation</i>
WEEK7:	<i>Targeting</i>
WEEK 8:	<i>Positioning</i>
WEEK 9:	<i>Product: The Online Offer</i>
WEEK 10:	<i>Price: The Online Value</i>
WEEK 11:	<i>Distribution and placement of products via the Internet</i>
WEEK 12:	<i>E-Marketing Communication: Owned Media</i>
WEEK 13:	<i>E-Marketing Communication: Paid Media</i>
WEEK 14:	<i>E-Marketing Communication: Earned Media</i>
WEEK 15:	<i>Customer Relationship Management</i>

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.