

Study program: Informatics			
Course title: WEB Marketing			
Professor/assistant: Nikola Z. Radivojević			
Type of course: Elective			
ECTS credits: 5			
Prerequisites: none			
Aims of the course: Introducing students to the basics of marketing, marketing concepts and philosophy, marketing instruments, methods of inspecting the market, basic concept as well as specific ones referring to Internet marketing.			
Learning outcomes: The student is familiar with the basics of marketing, e-marketing and the instruments of the marketing mix, that he will be able to apply in professional life.			
Syllabus:			
<i>Theoretical part:</i>			
<ol style="list-style-type: none"> 1. Marketing management, concepts and philosophies of marketing. 2. Marketing mix, (cyber marketing mix). 3. Marketing sales, the internet as a channel of sale. 4. Internet marketing. 5. E-mail marketing, social media marketing. 6. Web marketing (“Smart site”). 7. AdSense. 8. B2B Marketing. 9. B2C Marketing. 10. Network (multi-level) marketing. 11. CRM. 			
<i>Practical part:</i> Auditory exercises.			
Literature:			
<ol style="list-style-type: none"> 1. Ružić, D., et al, E-marketing, Ekonomski fakultet u Osijeku, Osijek, 2015. 2. Senić, P., et al. Menadžment i marketing usluga, Prizma, Kragujevac, 2008. 3. Kotler, P., and Keler, L., Marketing Management, Pearson Prentice Hall, 2006. 			
Total number of active classes: 60		Lectures: 30	Practical classes: 30
Teaching methods: Lectures and auditory exercises.			
Grading system (maximum number of points 100)			
grading scale from 5 to 10: below 51 points – student fails the exam, grade 6 from 51- 60 points, grade 7 from 61-70 points, grade 8 from 71-80 points, grade 9 from 81-90 points, grade 10 from 91- 100 points.			
Pre-exam obligations:	Points:	Final exam:	Points:
Activity during lectures	max 5	oral exam	50
Practical training	max 5		
Written test(s)	max 15		
Term paper	max 25		
Minimum requirement for the final exam	30		