

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Digital Marketing			
2.	Code	EBU 220			
3.	Study programme	E-business			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 4th(summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Dimitar Jovevski, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): <ul style="list-style-type: none"> • After taking this course, students should be able to: • To use internet marketing strategies and tools in the daily work of companies; • Knowledge of how to create a complete internet marketing campaign for companies; • Understand how the buyer uses the information online and how to make a purchasing decision; • Understanding the place and role of internet marketing communications in the marketing plan; • Using modern tools and forms in making operational and tactical decisions regarding internet marketing; • Full application of internet marketing communication techniques for content creation. • Full application of internet marketing techniques for online advertising. 				
11.	Course content: The application and use of the Internet in achieving the marketing goals of is gaining more and more important place in the entire process of operation and promotion of companies. Teaching this discipline as part of the of business studies is a necessity, in order to give students the necessary knowledge and skills for their successful participation in marketing teams, as participants or marketing managers.				
12.	Learning methods: Lectures with presentations, interactive lectures, team work, guest lecturer, case studies, preparation and presentation of a project work				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+135= 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Project	30 classes	
		16.2.	Homework	105 classes	
		16.3		classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		
	17.2.	Individual work / project (presentation: written and oral)	30 %		
	17.3.	Attendance and class participations	10 %		

	17.4.					
18.	Grading scale	less than 50 points	5 (five) (F)			
		from 51 to 60 points	6 (six) (E)			
		from 61 to 70 points	7 (seven) (D)			
		from 71 to 80 points	8 (eight) (C)			
		from 81 to 90 points	9 (nine) (B)			
		from 91 to 100 points	10 (ten) (A)			
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16				
20.	Language	Macedonian (or English)				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Dave Chaffey, and Fiona Ellis-Chadwick	Digital Marketing: Strategy, Implementation and Practice 6th Edition	Pearson Education; 5 edition (December , 2016)	2016
		2.	Dave Chaffey and PR Smith	Emarketing Excellence: Planning and Optimizing your Digital Marketing	Routledge; 5 edition (December, 2017)	2017
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
1.						
2.						