

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Internet Marketing Tools and Application			
2.	Code	EBU 530			
3.	Study programme	E-business Management			
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)	Second cycle of studies			
6.	Academic year / semester	2022-2023 2 nd (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Dimitar Jovevski, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): How to create a complete internet marketing campaign in cyberspace. How to prepare and execute social media advertising, How to prepare and execute google adwords campaign, How to prepare and execute web site optimization, Use of Google analytics, reports for monitoring internet advertising.				
11.	Course content: <ul style="list-style-type: none"> • concept and basics of internet marketing, • e-marketing strategy, • evolution of the e-marketing mix, • e-marketing communication with customers and clients, • e-marketing tools for advertising and tracking internet marketing campaigns. • Advanced digital media advertising • Search Engine Optimization 				
12.	Learning methods: Lectures with presentations, interactive lectures, team work, guest lecturer, case studies, preparation and presentation of a project work				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	40+140= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Project	40 classes	
		16.2.	Individual tasks	30 classes	
		16.3.	Homework	70 classes	
17.	Grading method: 50+40+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)		50%	
	17.2.	Individual work / project (presentation: written and oral)		40 %	
	17.4.	Attendance and class participations		10 %	
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				
21	Evaluation method	Internal evaluation and survey				
22	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		David W. Schumann Esther Thorson	Internet Advertising Theory and Research,	LEA London	2007	David W. Schumann Esther Thorson
		Jennifer, G & Gradiva, C	Search Engine Optimization (4 ed)	Wiley Publishing, Inc	2014	Jennifer, G & Gradiva, C
		Dave Chaffey, and Fiona Ellis-Chadwick	Digital Marketing: Strategy, Implementation and Practice 5th Edition	Pearson Education ; 5 edition (December 4, 2012)	2012	Dave Chaffey, and Fiona Ellis-Chadwick
		Kenneth E.Clow, Donald E.Baack	Integrated Advertising, Promotion and Marketing Communications (4 th ed)	Prentice Hall	2010	Kenneth E.Clow, Donald E.Baack
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Google AdWords Tracker			
2.		Google online challenge manual				
		Facebook advertising manual				
		http://digitalenterprise.org/models/models.html				

