

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Spletni marketing
<b>Course title:</b>	<b>Internet Marketing</b>

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Poslovno komuniciranje v medkulturnem okolju, magistrski študijski program 2. stopnje		2.	
Intercultural Business Communication, 2 <sup>nd</sup> cycle master's study programme		2 <sup>nd</sup>	

**Vrsta predmeta / Course type** Obvezni/ Obligatory

**Univerzitetna koda predmeta / University course code:** IBC13

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Indiv. work	ECTS
30	/	/	/	/	170	8

**Nosilec predmeta / Lecturer:** Prof. Dr. Dušan Lesjak  
Dr. Augusto Sebastio

**Jeziki / Languages:** Predavanja / Lectures: English  
Vaje / Tutorial: /

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

**Prerequisites:**

- Prerequisites:

  - basic working skills for word processing, spreadsheets and presentations
  - basic knowledge on data analysis and its presentations
  - basic knowledge and experience with the internet and social media usage

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**Vsebina:**

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**Content (Syllabus outline):**

Part I:

- Introduction to internet marketing
- Digital marketing channels
- Social media and internet marketing
- Email marketing and automatization
- Influencers and marketing
- online advertising and PPC (pay-per-click)
- Internet marketing strategy
- Website design and development – content creation
- Website analytics/testing
- Trends and issues

Part II:

- Web copyright Intellectual and material property rights
- Security – risk and fraud and Malware
- PRIVACY Policies GDPR- UE
- Data Default
- Privacy legal issues
- E-marketplaces legal issues
- Social-networking unwritten rules
- E-commerce contract
- ADR and ODR (Alternative Dispute Resolution and Online Dispute Resolution)

**Temeljni literatura in viri / Reading material:**

**Compulsory:**

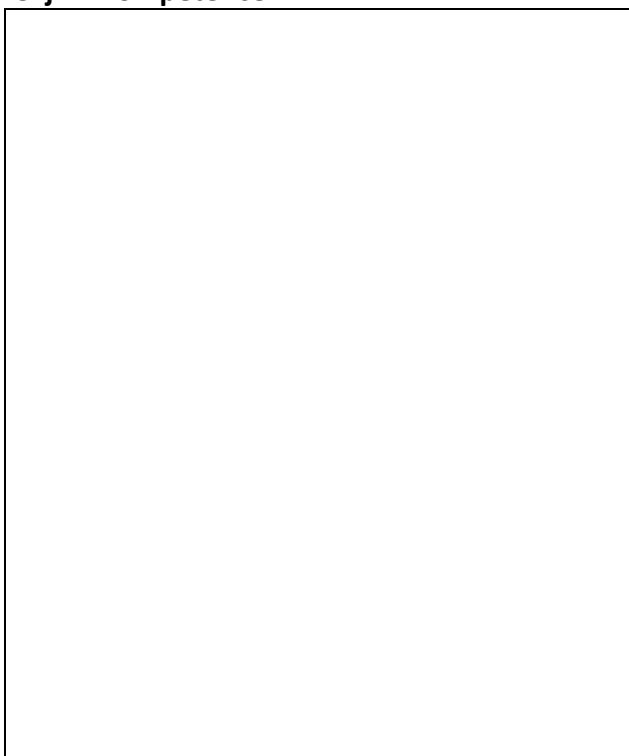
- A.T. Jones, A. Malczyk and J. Beneke: Internet Marketing, A Highly Practical Guide to Every Aspect of Internet Marketing, Published by GetSmarter under the Creative Commons By-NC 3.0
- The Beginners Guide to Online Marketing, Quicksprout: <https://www.quicksprout.com/the-beginners-guide-to-online-marketing/>

**Recommended:**

- S. Hyder, Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age, 2016
- R. Levesque, Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level, 2015
- D. Meerman Scott: The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, 2015
- D. O'Brien et al: Privacy and Cybersecurity, Research Briefing, Berkman Klein Centre, Harvard University, 2016
- C.J. Bennet, C.D. Raab: The Governance of Privacy, Policy instruments and in global perspective, Routledge, 2017
- A. Linder, editor: European Data Protection Law EU, GDPR 2016

Various links.

**Cilji in kompetence:**



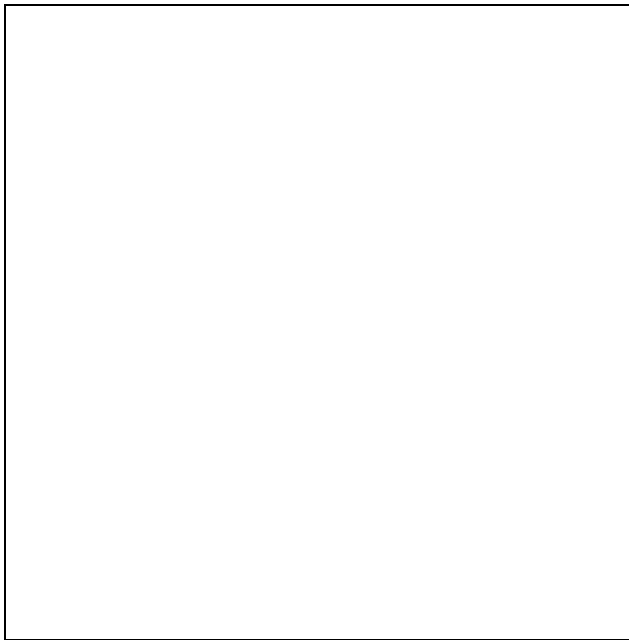
**Objectives and competencies:**

Students will develop **general competences:**

- the ability to apply skills from other courses of the study programme and skills acquired in the workplace,
- the ability to search for information needed for their studies in various sources,
- the ability to use ICT in all phases of the educational process since the course is carried out as a combination of on-campus lectures/tutorials and e-learning (blended learning),
- critical thinking,
- ethics.

Students will develop the following **course-specific competences:**

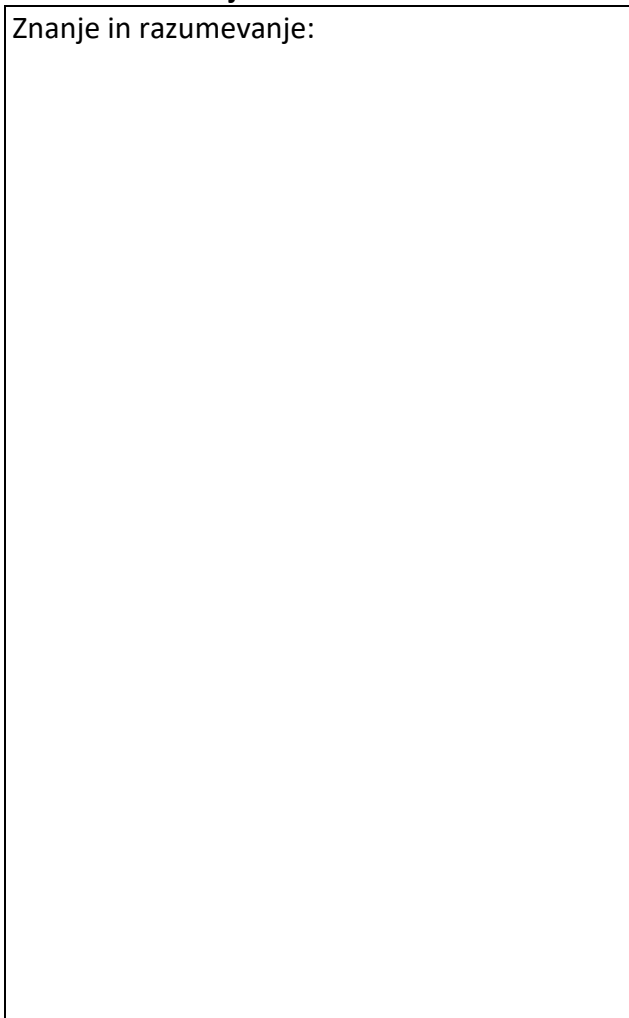
- understanding of the relationship between different areas of internet marketing management,



- the ability to understand issues, problems and solutions in the field of internet marketing in different environments,
- autonomy in selecting the most appropriate internet marketing solutions in different environments,
- knowledge of planning, introducing, maintaining and evaluating internet marketing projects,
- knowledge and understanding of changes in internet marketing processes due to the development of ICT,
- Knowledge of e-marketplaces rules and legal material execution of the contract,
- awareness of economic, legal, social and ethical issues of internet marketing.

**Predvideni študijski rezultati:**

Znanje in razumevanje:



**Intended learning outcomes:**

- Understand the importance of internet marketing and its features for different environments.
- Knows how to identify the factors, strengths and limitations of internet marketing,
- Know to critically evaluate the need for internet marketing in the modern societies.
- Knows how to critically analyse and interpret issues and dilemmas of internet marketing,
- Understand trends in internet marketing and how it has changed due to development of ICT.
- Knows the importance of strategy, planning and implementation of internet marketing.
- Knows how to design internet marketing strategies.
- The importance of internet site contents according to legal norms.
- Knows international privacy norms and common fraud perpetuated and active defense form fraud.
- Knows the legal, ethical and social challenges of introducing and using of internet marketing.

**Metode poučevanja in učenja:**

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**Learning and teaching methods:**

<p>Types of learning/teaching:</p> <ul style="list-style-type: none"> <li>• Frontal teaching</li> <li>• Work in smaller groups or pair work</li> <li>• Independent students work</li> <li>• e-learning</li> </ul> <p>Teaching methods:</p> <ul style="list-style-type: none"> <li>• explanation</li> <li>• conversation</li> <li>• work with texts</li> <li>• case studies</li> <li>• different presentations</li> <li>• inviting quests from companies</li> </ul>
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Delež (v %) /

**Načini ocenjevanja:**

Weight (in %)

**Assessment type:**

	50	Longer written casework
	40	Short written caseworks
	10	Presentation

**Reference nosilca / Lecturer's references:**

**Prof. Dr. Dušan Lesjak** is a professor of business informatics from the year 2000.

Main relevant scientific articles from the field from the last 15 years:

- MARJETIČ, Duša, LESJAK, Dušan. Potential usage of artificial intelligence and big data analytics in higher education enrollment in Slovenia. *Issues in information systems*, ISSN 1529-7314, 2018, vol. 19, iss. 4, str. 96-105, ilustr. [http://www.iacis.org/iis/2018/4\\_iis\\_2018\\_96-105.pdf](http://www.iacis.org/iis/2018/4_iis_2018_96-105.pdf). [COBISS.SI-ID 39762693]
- LESJAK, Dušan. National information system as a tool for internationalisation of higher education in Slovenia. *Issues in information systems*, ISSN 1529-7314, 2017, vol. 18, iss. 2, str. 9-19, ilustr. [http://www.iacis.org/iis/2017/2\\_iis\\_2017\\_9-19.pdf](http://www.iacis.org/iis/2017/2_iis_2017_9-19.pdf). [COBISS.SI-ID 39271429]
- MARJETIČ, Duša, LESJAK, Dušan. Information system for higher education in Slovenia. *Issues in information systems*, ISSN 1529-7314, 2016, vol. 17, iss. 2, str. 201-207, ilustr. [http://www.iacis.org/iis/2016/2\\_iis\\_2016\\_201-207.pdf](http://www.iacis.org/iis/2016/2_iis_2016_201-207.pdf). [COBISS.SI-ID 38717189]
- LESJAK, Dušan, OSMANI, Argjend. *EU - information and communication technology (ICT) and e-learning in education project : phase II, Strategy for e-learning Training centre in Kosovo (e-LTC)*. Zagreb: Teched consulting services, 2015. V, 23 str.
- ZILLI, Dejan, LESKOVŠEK, Jožica, NATEK, Srečko, LESJAK, Dušan. Mobile applications for health care support. *Issues in information systems*, ISSN 1529-7314, 2015, vol. 16, iss. 2, str. 102-107, ilustr. [http://www.iacis.org/iis/2015/2\\_iis\\_2015\\_102-107.pdf](http://www.iacis.org/iis/2015/2_iis_2015_102-107.pdf).
- ROJKO, Katarina, LESJAK, Dušan, ŠUŠTERŠIČ, Janez. Information and communication technology spending and the latest (2008-) economic crisis. *International journal of*

*sustainable economy*, ISSN 1756-5804, 2015, vol. 7, iss. 4, str. 306-326, ilustr.

<http://www.inderscience.com/info/inarticle.php?artid=72195>, doi:

[10.1504/IJSE.2015.072195](http://dx.doi.org/10.1504/IJSE.2015.072195).

- ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529-7314, 2014, vol. 15, iss. 2, str. 258-269, graf. prikazi. [http://iacis.org/iis/2014/123\\_iis\\_2014\\_258-269.pdf](http://iacis.org/iis/2014/123_iis_2014_258-269.pdf). [COBISS.SI-ID [1537037764](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Industrial management & data systems*, 2011, no. 3, vol. 111, str. 391-409, tabele. [COBISS.SI-ID [15384373](http://dx.doi.org/10.1504/IJMED.2010.029758)]
- SULČIČ, Viktorija, LESJAK, Dušan. Slovenian SMEs and e-business. *International journal of management and enterprise development*, 2010, vol. 8, no. 1, str. 22-31, doi: [10.1504/IJMED.2010.029758](http://dx.doi.org/10.1504/IJMED.2010.029758). [COBISS.SI-ID [14982197](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- SULČIČ, Viktorija, LESJAK, Dušan. E-business impacts and obstacles from the perspective of Eurostat and students. *Issues in information systems*, 2009, vol. 10, no. 2, str. 415-420, graf. prikazi, tabele. [COBISS.SI-ID [3374295](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- SULČIČ, Viktorija, LESJAK, Dušan. E-business impacts and obstacles from the perspective of Eurostat and students. *Issues in information systems*, 2009, vol. 10, no. 2, str. 415-420, graf. prikazi, tabele. [COBISS.SI-ID [3374295](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- SULČIČ, Viktorija, LESJAK, Dušan. E-business in Slovenian SMEs. *Issues in information systems*, 2008, vol. 9, no. 1/2, str. 441-446, tabele. [COBISS.SI-ID [2913751](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- VEHOVAR, Vasja, LESJAK, Dušan. Characteristics and impacts of ICT investments : perceptions among managers. *Industrial management + data systems*, ISSN 0263-5577, 2007, no. 4, vol. 107, str. 537-550, tabele. [COBISS.SI-ID [26346077](http://dx.doi.org/10.1504/IJSE.2015.072195)]
- LESJAK, Dušan, VEHOVAR, Vasja. Factors affecting evaluation of e-business projects. *Industrial management + data systems*, ISSN 0263-5577, 2005, no. 4, vol. 105, str. 409-428. [COBISS.SI-ID [1334999](http://dx.doi.org/10.1504/IJSE.2015.072195)]

**Assist. Prof. Dr. Augusto Sebastio** is a professor in Civil Law from 2014 and Information Technology from 2009.

Main relevant scientific articles and conference papers from the field from the last 6 years:

- SEBASTIO, A., E-commerce – customer and digital native generation protection and market opportunity, TIIM Conference Pattaya University of Bangkok, 2010, ISSN 1906-7631;
- SEBASTIO, A., E-commerce-Customer and Digital Native Generation Protection and new Market opportunity, MIC Conference Ankara, University of Primorska-Koper-Slovenia, 2010, ISBN 978-961-266098-7, ed anche sulla rivista Econpapers;
- SEBASTIO, A., Social-networking a new technological language for the world and a great e-marketing possibility, MIC Conference 2011 Portorož – Slovenia, 2011, ISBN 978-961-266-112-0;

- SEBASTIO, A., E-commerce Digital Divide and Digital Native Generation Protection, su International Journal of Innovation and Learning 8653, 2011, IJIL ISSN Print :1471-8197 ONLINE 17418089;
- SEBASTIO, A., New Identities Faculty of Law Cacucci Editor, Bari, ISBN 978-88-6611-182-5.
- SEBASTIO, A., Creativity Online: Violation of Copyright and Protection of Copyleft, . Makelearn 2012 Conference 2012 Celje, ISBN 9789616813-09-9 ISSN 2232-3309 pubblicato sul sito econpapers;
- SEBASTIO A., Online Right to be Forgotten Human Right or Social e-democracy necessity Makelearn Conference 2013, ISBN 978-961-6914-01-7 ISSN 2232-3309 pubblicato sul sito econpapers;
- SEBASTIO A. Human rights and new Technology (E-democracy-social-networking and social control- Policy for the Future – 2012 Communication as a Measure of protection and limitation of Human Rights ISBN 978-80-7160-345-0 Comenius University Bratislava
- SEBASTIO A. Technological Language as a Common Language for Euromediterranean Population International Journal Euromediterranean Studies Emuni University 1855-3362 (printed) and 2232-6022 (online)
- SEBASTIO A. Annual Book of the University of Bari-Faculty of Law Taranto 2013 Right to be forgotten Dept Jonico sistemi giuridici ed economici del Mediterraneo: società,culture, economie- Il Diritto all'Oblio Cacucci Università degli Studi di Bari Aldo Moro 978-88-909569-0-4-anno 2013
- SEBASTIO A. Policy innovation for Internet future and new technologies(E-Democracy, right to be forgotten e-social-control), TIIM Conference 2014 Seoul Conference acts ISSN 1906-7631
- SEBASTIO, A. Right to be forgotten in the European Justice Evolution, Int. Journal of Management Knowledge and Learning 2015 – vol 4(issue 1) 51-60 ISSN 2232-5897.
- SEBASTIO A. Digital Natives and New Social Relationships mediated by Technology Toknowpress, ISBN/978-961-6914, 2016.
- Sebastio A. Right to be forgotten in the European Justice Evolution-Int. Journal of Management Knowledge and Learning 2015 – vol 4(issue 1) 51-60 ISSN 2232-5897
- SEBASTIO A. & Caracciolo A. Internet of Mobile Things: The Influence of Law on Technological Development and Business Choices for Autonomous Cars, IJBDR - International Journal Business Development and Research, ISSN 2286-6213, vol 3, Issue 1, 2016