

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

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

<b>Študijski program in stopnja</b> Study programme and level	<b>Študijska smer</b> Study field	<b>Letnik</b> Academic year	<b>Semester</b> Semester
Poslovno komuniciranje v medkulturnem okolju, magistrski študijski program 2. stopnje		<b>1.</b>	<b>2.</b>
Intercultural Business Communication, 2 <sup>nd</sup> cycle master's study programme		<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>

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

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

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

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

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

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

**Prerequisites:**

	<p>Prerequisites:</p> <ul style="list-style-type: none"> <li>basic working skills for word processing, spreadsheets and presentations</li> <li>basic knowledge on data analysis and its presentations</li> <li>basic knowledge and experience with the internet and social media usage</li> </ul>
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**Vsebina:**

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**Content (Syllabus outline):**

<p>Part I:</p> <ul style="list-style-type: none"><li>• Introduction to internet marketing</li><li>• Digital marketing channels</li><li>• Social media and internet marketing</li><li>• Email marketing and automatization</li><li>• Influencers and marketing</li><li>• online advertising and PPC (pay-per-click)</li><li>• Internet marketing strategy</li><li>• Website design and development – content creation</li><li>• Website analytics/testing</li><li>• Trends and issues</li></ul> <p>Part II:</p> <ul style="list-style-type: none"><li>• Web copyright Intellectual and material property rights</li><li>• Security – risk and fraud and Malware</li><li>• PRIVACY Policies GDPR- UE</li><li>• Data Default</li><li>• Privacy legal issues</li><li>• E-marketplaces legal issues</li><li>• Social-networking unwritten rules</li><li>• E-commerce contract</li><li>• ADR and ODR (Alternative Dispute Resolution and Online Dispute Resolution)</li></ul>
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**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

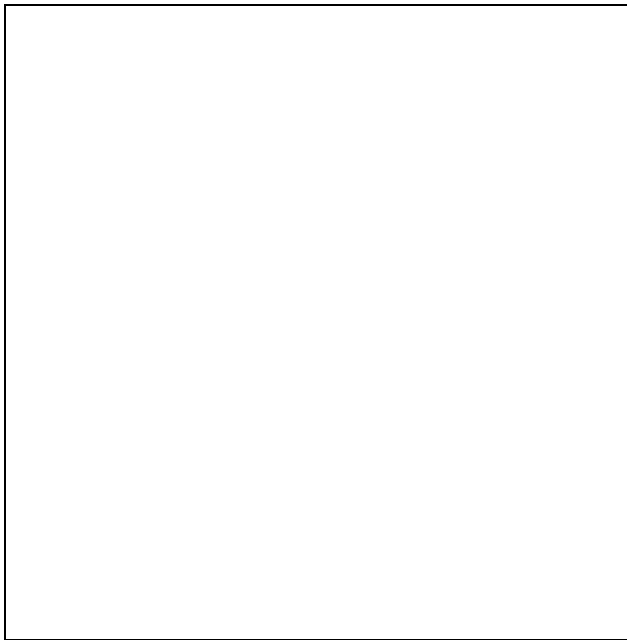
Various links.

**Cilji in kompetence:**



**Objectives and competencies:**

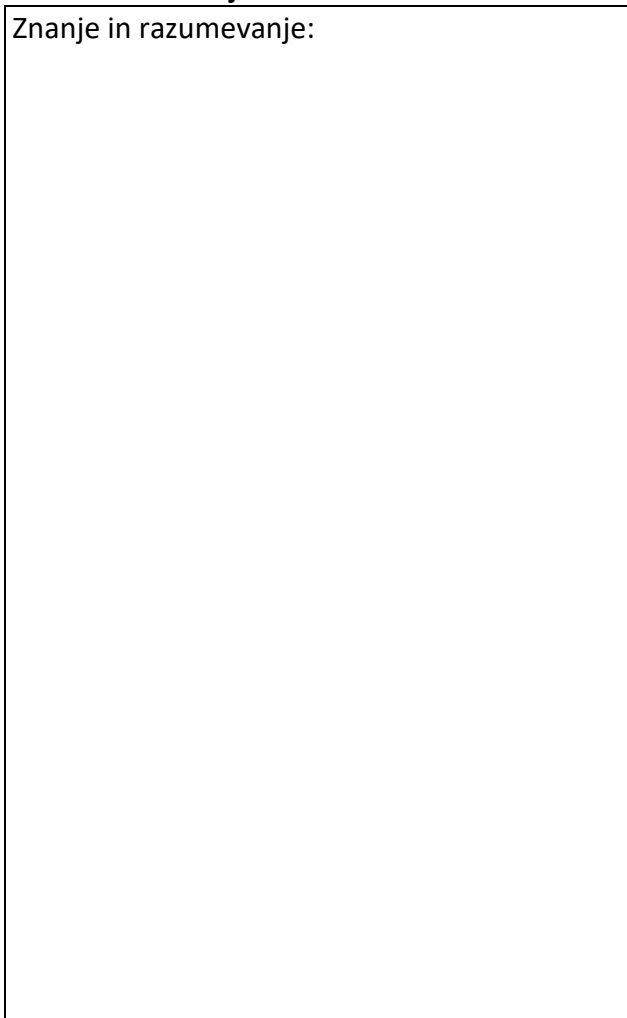
- Students will develop **general competences:**
- the ability to apply skills from other courses of the study programme and skills acquired in the workplace,
  - the ability to search for information needed for their studies in various sources,
  - the ability to use ICT in all phases of the educational 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:**

- Types of learning/teaching:
- Frontal teaching
  - Work in smaller groups or pair work
  - Independent students work
  - e-learning
- Teaching methods:
- explanation
  - conversation
  - work with texts
  - case studies
  - different presentations
  - inviting quests from companies

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](https://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](https://doi.org/10.1537037764)]
- 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](https://doi.org/10.15384373)]
- 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](https://doi.org/10.1504/IJMED.2010.029758). [COBISS.SI-ID [14982197](https://doi.org/10.14982197)]
- 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](https://doi.org/10.3374295)]
- 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](https://doi.org/10.3374295)]
- 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](https://doi.org/10.2913751)]
- 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](https://doi.org/10.26346077)]
- 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](https://doi.org/10.1334999)]