

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	e-marketing
<b>Course title:</b>	e-marketing

**ECTS** 3

### Namen predmeta:

Študentje bodo spoznali možnosti vključevanja vsebin digitalnega marketinga v tržne strategije organizacij.

### Course purpose:

Students will acknowledge the possibilities of including digital marketing content into organisations' market strategies.

### Vsebina:

1. E - marketinško načrtovanje.
2. E - marketinške raziskave.
3. E - segmentiranje ter strategije ciljanja, diferenciranja in pozicioniranja.
4. E - marketinški splet.
5. Upravljanje odnosov z e-odjemalci: izgradnja odnosov; deležniki; e-CRM.
6. E-marketing management.

### Content (Syllabus outline):

1. E - Marketing Planning.
2. E - marketing research.
3. E - segmenting and targeting, differentiation and positioning strategies.
4. E - Marketing Web.
5. Managing relationships with e-clients: building relationships; stakeholders; e-CRM.
6. E-marketing management.

### Predvideni študijski rezultati: Znanje in razumevanje, spretnosti:

Študent bo zmožen opisati najnovejše trende na področju e-marketinga.  
 Študent bo zmožen:

- razumeti povezavo e-marketinga z e-trgovino,
- razložiti, zakaj je potrebno meriti učinkovitost in uspešnost e-marketinga.

Študent bo zmožen razmišljati o vplivih tehnologije na razvoj e-marketinga.  
 Študent bo sposoben:

- soodločati pri izbiri pravih tehnologij zbiranja e-podatkov marketinške strategije na možnih trgih,
- oblikovati ustrezen e-marketing spleto za poljubno velik segment.

### Intended learning outcomes: Knowledge and understanding, skills:

Student will be able to describe the latest trends in e-marketing.  
 Student will be able to:

- understand the e-marketing link to e-commerce,
- explain why it is necessary to measure the efficiency and effectiveness of e-marketing.

Student will be able to think about the impact of technology on the development of e-marketing.  
 Student will be able to:

- co-decide on the selection of the right technologies for collecting e-marketing strategy data in potential markets,
- design an appropriate e-marketing for any segment.