1.	Course title	Marketing						
2.	Course code	CSEW310	CSEW310					
3.	Study program	Applied E-Technologies						
4.	Unit offering the course	FCSE						
5.	Undergraduate/postgraduate/PhD	Undergraduate						
	Year/semester							
6.	Second/summer	7. ECTS: 6						
8.	Teacher(s)	Smilka Janeska-Sarkanjac, PhD, Ljupcho Ar PhD	Smilka Janeska-Sarkanjac, PhD, Ljupcho Antovski. PhD					
9.	Course prerequisites	/						
10.	Goals (competences): Introduction to key elements for the development of marketing strategy and planning marketing program Developing skills for solving marketing problems through set of analytical tools (frames, concepts, models and techniques) Presentation of case studies how companies from different industries organize their marketing Integrating e-marketing into the overall marketing strategy Assessment of the content and structure of web pages against business objectives Application of the latest techniques in intenet marketing communications, such as viral marketing blogs or social networks marketing.							
11.	Course content: Basic concepts and definitions of marketing, market, marketing management, marketing strategy development, analysis of internal and external marketing environment, marketing mix, market and consumer behavior, consumer satisfaction, customer relations, segmentation, targeting, positioning, products, services and brands, pricing strategies, marketing channels, promotion mix - advertising, sales promotions, direct marketing, personal selling, public relations. Internet Marketing - basics of internet marketing, e-business, e-commerce, transactions between consumers, businesses and government institutions; types of web presence; SWOT analysis, internet marketing strategies, e-business strategies, online targeting, online marketing mix; deintermediation; reintermediation, virtual organizations, web promotion, interactive online marketing communications, optimization of the communication mix to increase the number of visitors to the website; measures used for setting the goals of the campaign and assessment of the success of the campaign according to its sophistication; indexing search engines; online public relations, blogs; RSS; viral marketing, marketing on social networks.							
12.	Teaching methods: Lectures supported by slide presentations, exercises, teamwork, case studies, preparation of student assignments, electronic learning environment (forums, consultations)							
13.	Total available time 6 ECTS x 30h = 180h							
		30 + 45 + 105 = 180 h						
14.	Distribution of the available time	50 + 45 + 105 = 100 H						

16. Other activities				15	5.2.	Training (labs, problem solving), seminar and tea work	ım	45 hours			
16.3. Home work 40 hours	16.	16.		5.1.	Project work		30 hours				
17.1 Tests 80 points 17.2 Seminar work/project (written or oral presentation) 10 points 17.3 Active participation 10 points 5 (five) (F) from 50 to 60 points 6 (six) (E) from 51 to 80 points 8 (eight) (C) from 81 to 90 points 9 (nine) (B) from 91 to 100 points 10 (ten) (A)					5.2.	2. Self study		35 hours			
17.1. Tests					5.3.	Home work		40 hours			
17.2 Seminar work/project (written or oral presentation) 10 points		Grading									
17.2. Seminar work/project (written or oral presentation) 17.3. Active participation 17.3. Active participation 18. Grading criteria 19. Final exam prerequisites 10. Course language 10. Course language 11. Quality assurance methods 12. Compulsory 12. No. Authors 13. Kotler Philip, Armstrong Gary Principles of Marketing, 14/e Prentice Hall 19. Final exam prerequisites 10. Compulsory 11. Kotler Philip, Armstrong Gary Principles of Marketing, 14/e Prentice Hall 12. Chadwick Richard Mayer Kevin Johnston 13. Rob Stokes, Sarah Blake 14. Mandatory 15. Mandatory 16. Mandatory 17. Mandatory 18. Mandatory 19. Final exam prerequisites 10. Course language 10. Mandatory 10. Final exam prerequisites 10. Grading criteria 10. Grading Criteria 10. Gourse 1 to 49 points 10. Gourse 1 to 49 points 10. Gourse 1 to 49 points 10. Gourse 1 to 70 points 10. Course 1 to 80 points 10. Grading Criteria 10. Grading Criteria 10. Grading Criteria 10. Grading Criteria 10. Gourse 1 to 80 points 10. Guine (B) 10. To 80 points 10. Geven (Dib from 71 to 80 points 10. Gourse 1 to 80 points 10. Guine (B) 10.	17.	17.1.	Tests				80 points				
18. Grading criteria To 49 points 5 (five) (F) from 50 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)		17.2.	Seminar work/project (written or o			presentation)		10 points			
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