

DESCRIPTION OF THE STUDY SUBJECT

Title

INTERNET MARKETING

Scope of the subject

Semester	Mode of studies	Structure*				Total number of hours	Number of credits	Group and type of subjects
		L	PS	C	S			
IV	Full-time	20	13	6	39	78	3	Compulsory subjects of the study field
V	Part-time	7	11	21	39	78	3	

*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

Aim of the subject

To know and understand Internet marketing, consumer behaviour on the Internet, possibilities of using social networks, direct marketing to achieve support aims. To develop skills of segmentation in the cyberspace, application of Internet marketing mix measures, planning of online support measures.

Necessary background knowledge for studying the subject

-

Content of the subject

Title of the topic and description of the content	Number of contact hours			S	Total number of hours
	L	PS	C		
1. The concept of marketing and online marketing. Aims, objectives, functions of marketing. Marketing types. Differences between Internet marketing and traditional marketing.	1	-	-	1	2
2. Consumer behaviour online. Determinants of consumer behaviour online. Consumer types according to the level of concern about privacy online. Stages of making a decision to buy online. Online segmentation criteria and methods.	3	2	1	2	8
Test	1	-	1	10	12
3. Online marketing mix. Online marketing mix elements	1	-	-	1	2
4. The good in the virtual environment. Classification of goods in the virtual environment. Product value creation online.	3	2	1	2	8
5. Pricing decisions online. Price determinants. Price types, pricing methods and strategies.	4	3	1	3	11
6. Support solutions online. Public relations on the Internet. Aims of online advertising. Social networks and blogs as promotional tools. Online sales promotion measures. Planning of online advertising. Assessment of efficiency of online advertising.	7	6	2	5	20
Preparation and taking the exam				15	15
Total number of hours	20	13	6	39	78

Assessment of learning outcomes

Ten-point criteria-based assessment system as well as cumulative assessment using individual cumulative index (ICI) are applied. The overall grade is the sum of grades for the test (T) and examination (E) or project or another student's independently done work multiplied by weighted coefficients.

$$ICI = 0,4 T + 0,6 E$$

Recommended literature

Key literature						
No.	Year of publishing	Author(s) and title of the publication	Publishing house	Number of copies and/or internet link		
				ŠSC library	Other premises	Other libraries *
1.	2013	Kotler P., Armstrong G., Harris L.C., Piercy N. Principles of Marketing	Pearson	1	-	-
2.	2009	Davidavičienė V., Gatautis R., Paliulis N., Petrauskas R., Elektroninis verslas	Technika	3	-	4

3.	2007	Berkley Holly, Internetinė rinkodara smulkiajam verslui	Logitema	3	-	4
Additional literature						
No.	Year of publishing	Author(s) and title of the publication			Publishing house and/or internet link	
1.	2014	Poželaitė R. <i>Reklamos vieta pirkimo procese</i> . Vadyba 2014 Nr. 2 (25)			Klaipėdos universiteto leidykla	
2.	2013	Okazaki S., Taylor C.R. Social media and international advertising: theoretical Challengers and future directions. <i>International Marketing Review</i> Vol. 30 No. 1, 2013			www.emeraldinsight.com/0265-1335.htm	
3.	2008	Miler D., <i>Retail Marketing: A Branding and innovation Approach</i>			Tilde University Press	
4.	2008	Bivainienė L., Dauginaitė Ž. <i>Internetinio marketingo elementų analizė Lietuvos turizmo informacijos centrų pavyzdžiu</i> . <i>Ekonomika ir vadyba: aktualijos ir perspektyvos</i> . 2008. 4(13).			http://vddb.library.lt/fe-dora/get/LT-eLABa-0001:J.04~2008~ISSN_1648-9098.N_4_13.PG_41-47/DS.002.0.01.ARTI C	
5.	2006	Sodžiūtė L., Sūdžius V., <i>Elektroninis verslas: pardavimas ir finansinės priemonės</i>			Technologija	

* ŠAVB – Šiauliai Region Povilas Višinskis Public Library, ŠU – library of Šiauliai University

Required material resources and their short description

<ul style="list-style-type: none"> Equipment (devices): a computer with Internet access, multimedia projector.
--

The description prepared by:

Lecturer Fausta Smolenskienė