**University of Zagreb Faculty of Agriculture**
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# E-marketing for sustainable development (219687)

## Course coordinator

**Assoc. Prof. Marina Tomić Maksan, PhD**

## Course description

Internet and other information technologies have created a new framework for development of marketing activities. Within this course students will learn about e-environment and market research in the e-environment, on online consumer behavior, online tools and e-marketing strategies that are used in the context of sustainable development. Case studies approach will facilitate understanding and adoption of the material, while exercises and individual work on creating an e-marketing plan prepare students for practical application of theoretical knowledge.

ECTS: **3.00**

E-learning: **L1**

**Teaching hours: 30**
Lectures: 10
Auditory exercises: 6
Seminar: 14

**Lecturer**

- Assoc. Prof. Marina Tomić Maksan, PhD
- Prof. Marija Cerjak, PhD
- Assoc. Prof. Željka Mesić, PhD

**Grading**

Sufficient (2): 60-69 %
Good (3): 70-79 %
Very good (4): 80-89 %
Excellent (5): >90 %

## Type of course

- Graduate studies / MS Courses taught in English (Elective course, 1 semester, 1 year)

## Types of instruction

- Lectures
- Seminars
- Exercises

## Learning outcomes

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| Learning outcome | Evaluation methods |
|---|---|
| 1. Understand context and principles of sustainable development | |
| 2. Understand the context of E-Marketing | |
| 3. Explain the process and conduct market research in e-environment | |
| 4. Explain behavior of consumers in the e-environment | |
| 5. Identify marketing opportunities provided by e-environment | |
| 6. Identify tools used in e-marketing | |
| 7. Create and present e-marketing plan | |

## Methods of grading

The final grade of a student is calculated from the mark obtained for the conducted research and seminar essay with essay as 2/3 and conducted research 1/3 of the total mark.

## Weekly class schedule

1. Introduction into sustainable development - Basic concepts and principles of sustainable development, characteristics and examples of sustainable development and socially responsible business
2. Basic marketing concepts - repetition - Repetition of basic marketing concepts, marketing strategy, segmentation
3. Introduction to e-marketing - Differences between e-marketing and traditional marketing, e-environment
4. E- marketing research - Market research in the e-environment, methods of data collection and data analysis in the e-environment
5. Consumer behaviour in the e-environment - Consumer behaviour in e-environment, the role of social factors in consumer behavior
6. Website design and maintanance - Website design, website analysis, differences between personal and corporate business website, attributes and examples of successful websites in the context of sustainable development
7. E-mail marketing - Basic concepts, types of e-mail marketing, e-mail campaigns, examples of good practice in e-mail marketing
8. Online advertising - Advertising concepts and their application in e-environment, advertising opportunities in e-environment
9. Social Networks and Marketing - Types of social networks available, examples of the use of social networks for marketing purposes
10. Social Networks and Marketing - Examples of the use of social networks for marketing purposes
11. E-marketing plan - Key components of E-marketing plan, examples of successful e-marketing plans
12. E-marketing ethical and legal issues - Ethical and legal issues related to e-marketing
13. Individual work of students - Independent work of students on their assignment (e-marketing plan)
14. Individual work of students - Independent work of students on their assignment (e-marketing plan)
15. Presentation of seminars - Oral presentation of seminars

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## Obligatory literature

1. Rob Stokes (2011.): E-marketing, The esential guide to digital marketing, 4th edition, Quirk (Pty) Ltd
2. Jennifer-Claire V. Klotz (2002.): How to direct-market farm products on the Internet, U.S. Dept. of Agriculture, Agricultural Marketing Service, Transportation and Marketing Programs, Marketing Services Branch

## Recommended literature

1. Judy Strauss; Raymond Frost (2013.): E-Marketing, 7th Edition, Prentice Hall

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