

University of Óbudai			
Alba Regia Technical Faculty			
Subject Name and Code: AMEON0KBNE- Online marketing			
Credit: 2			
Full time course from 2018/2019. academic year until withdrawal			
Courses to which the subject is taught: Criterion subject (Bsc)			
Teacher:	Eva Csala – Takacs		Lecturer: Dr. Ildiko Petone Csuka
Prerequisites:	-		
Hours per week:	E-learning	Classroom lab: -	Lab: Consultation::
Exam methods (s,v,f):	Mid-term rating		
The Curriculum			
<i>Educational objectives:</i> Let the students gain insight into the online marketing world, which is an important area of marketing activity of companies nowadays. The main tasks of online marketing are online presence, furthermore managing sales and communication. It has become inevitable that the employees of companies have these professional skills, in order to function this activity effectively. The aim of the training is to help the prospective professionals of small and medium-sized companies to build the most effective internet marketing based on their own strategy. To effectively operate these tools they need to measure the efficiency of marketing activities and strategy.			
<i>Thematics:</i>			
Topics			Weekly view
1. Levels of the interpretation of marketing, marketing conceptions, effects of the internet.			1.
2. The concept of online marketing, online marketing mix, malleable laws of marketing.			2.
3. Properties of online facilities, secret of their success, the advantages of the internet for enterprises and users. Efficient e-marketing.			3-4.
4. Development of E-business SAP CRM, SAP Business one.			5.
5. E-shops, statistics of e-traffic. Aspects of buying on the web. Establishment and analysis of webshops.			6.
6. Forms of online selling. Online promotion, types of online advertisements.			7-8.
7. Online marketing tools: web analytics, search marketing, banners, campaigns, newsletters, virus marketing, blog.			9-10.
8. Direct marketing on the Internet. Internet ethics. Online PR tools.			11.
9. Social Marketing. (Facebook)			12.
10. Online marketplaces (ebay, vatera, etc.). New alphabet in today's marketing			13.
11. Closing test, complete the assignments			14.
Interim Requirements			
12 hours	VISITING THE PRESENTATIONS IS MANDATORY!		
Replacement meth.	Written		
Req. of signature:	Minimum 60% result at written exam + 2 homeworks assignments, logo design, webshop analysis and online advertising design		