

Course: Online Marketing

credits: 5

Course code	IBVB14ONM1C	Modes of delivery	Tutorial
Name	Online Marketing	Assessments	Assignment - Other assessment
Study year	2021-2022		
ECTS credits	5		
Language	English		
Coordinator	D.A. Naydenova		

Learning outcomes

Successful students in this unit:

- Demonstrate knowledge of the major online marketing approaches;
- Understand the role of online marketing tools within the marketing mix.
- Can determine appropriate approaches for a given marketing problem;
- Formulate actionable objectives for online marketing programs;
- Evaluate a brand's or company's online presence, provide recommendations for improvement, and recommendations to increase online traffic.
- Make use of website analytics tools and know how to interpret the data.

Program Learning Outcomes from the IB Framework:

WT 1-3, WT 2-3, WW 4-3, WW 6-3, WW 7-3, LW 11-3, LW 12-3, LW 13-3, LW 14-3, TWM 15-3, TWM 17-3, TWM 19-3, TWM24-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB. Exchange students: previous knowledge of the corresponding subject area is required.

Content:

Online marketing is an exciting area of marketing practice. This module will cover the key online marketing tools such as display advertising, search engine optimisation- and marketing, search ads, e-mail marketing, social media, and mobile marketing among others. The goal of the online marketing project for a real company is to get students to think and decide like an online marketing professional, and to gain experience with industry-relevant hands-on assignment.

Included in programme(s)

Minor International Marketing

School(s)

International Business School