



SUBJECT (MODULE) DESCRIPTION

The name of the academic subject (module)	Code
International e-commerce and e-marketing	17-01-2022

Staff	Division
Coordinator: junior assistant Ignas Zimaitis Other(s): -	Faculty of Economics and Business Administration

Cycle of studies	Type of the subject (module):
Second	Elective

Form of implementation	Period	Language of instructions
Face-to-face, online or hybrid learning modes	Autumn semester	English

Requirements for student	
Prerequisites: <ul style="list-style-type: none"> foundations of management foundations of marketing 	Additional requirements (if any): <ul style="list-style-type: none"> Internet access

Volume of the subject (module) in credits	Total student's workload	Contact hours	Independent work hours
5	130	32	98

Aims of the subject (module): competencies to be built by the study program		
Personal abilities: will be able to analyse marketing and communication problems and solve them using innovative management methods evaluating social and ethical responsibility for the consequences of decisions. Knowledge and its implication: will recognize the peculiarities of marketing tools and their coordination principles and will be able to manage the totality of marketing actions in a country-level or global context.		
Intended outcomes of the subject (module)	Study methods	Assessment methods
Will be able to analyse, design, and propose reasoned situation-appropriate international e-marketing and international e-commerce actions Will know the e-marketing and e-commerce interaction methods and their application peculiarities at the international level	Problem solving-based learning: interactive lectures, discussions, case study, group project preparation and presentation, individual literature studying	Cumulative grade includes the assessment of activeness during seminars, group projects' assessment, and test (open-ended and close-ended questions)

Topics	Contact hours							Independent work assignments	
	Lectures	Consultations	Seminars	Practical classes	Lab works	Practice	Total contact hours	Independent work	Assignments
1. Introduction to e-marketing and e-commerce	2						2	2	Group project (research work), reading of assigned scientific literature

2. E-Marketing Strategy and Planning	2						2	8	Group project (research work), reading of assigned scientific literature
3. E-Marketing Environment: Context and Trends	1		1				2	8	Group project (research work), reading of assigned scientific literature
4. E-Business Models and Evaluation of e-Business Models (e-Marketing Perspective): B2C and B2B	2						2	8	Group project (research work), reading of assigned scientific literature
5. E-Marketing Research and Key Performance Indicators	1		1				2	8	Group project (research work), reading of assigned scientific literature
6. Consumer Behaviour in Digital Environment	2						2	8	Group project (research work), reading of assigned scientific literature
7. Digital Segmentation and Positioning Strategies	1		1				2	8	Group project (research work), reading of assigned scientific literature
8. Product and Pricing	2		2				4	8	Group project (research work), reading of assigned scientific literature
9. Distribution in Digital Environment	2						2	8	Group project (research work), reading of assigned scientific literature
10. E-Marketing Communication	2						2	8	Group project (research work), reading of assigned scientific literature
11. Customer Relationship Management	2						2	8	Group project (research work), reading of assigned scientific literature
12. E-Marketing Ethics	2		2				4	8	Group project (research work, presentation), reading of assigned scientific literature
13. Executing e-Marketing Strategy	2						2	8	Group project, reading of assigned scientific literature
Total	23	-	9	-	-	-	32	98	

Assessment type	Value (%)	Assessment time	Criteria for assessment
Group project (marketing strategy development and presentation)	40	During the course	<p>Students form a group from 3 to 5 members and prepare the international e-marketing strategy for the innovative product and present the strategy during the last seminar.</p> <p>The presentation should be constructive (the presentation should last ~15 min.), engaging and evoking the discussions in the class.</p> <p>The following presentation criteria are evaluated:</p> <ul style="list-style-type: none"> - Organization - Knowledge - Creativity - Visuals - Conclusions <p>If the group fails to prepare and present the marketing plan on the arranged day, all group gets “0” point for the assignment.</p>
Final exam	60	At the end of the course	20 close-ended questions (valued 2 points each) and 5 open-ended questions (valued 4 points each)

<i>Notes.</i>	<p>The final accumulative grade consists tests and the group project:</p> <ul style="list-style-type: none"> • 95-100% - 10 (maximum grade) • 85-94% - 9 • 75-84% - 8 • 65-74% - 7 • 55-64% - 6 • 45-54% - 5 • Less than 45% - unsatisfactory, not meeting minimum requirements of the course (4, 3, 2, 1) <p>Only the exam assignment can be re-taken. Group project projects can only be presented during the lecture/seminar.</p> <p>In case the exam is taken externally, the student must prepare the marketing strategy and take the exam (the requirements and values of both assignments are identical to these that are outlined in case of non-external studying).</p>
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Author	Publis hed in	Title	Volume of a periodical or publication	Place of publishing, publishing house, or Internet reference
Compulsory literature				
Strauss, J.; Fros, R.	2016	E-Marketing	7	Routledge
Visser, M., Sikkenga, B., Berry, M.	2018	Digital Marketing Fundamentals	-	Routledge
Supplementary literature				
Chaffey, D.	2015	Digital Business and E- Commerce Management	5	Pearson