



SUBJECT (MODULE) DESCRIPTION

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

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
Lectures, seminars, individual and group work	Autumn semester	English

Requirements for student	
Prerequisites: <ul style="list-style-type: none"> • foundations of management • foundations of marketing • microeconomics • macroeconomics • global business 	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	<p>20 close-ended questions (valued 2 points each) and 5 open-ended questions (valued 4 points each)</p> <p>Taking the exam in an extern form is not allowed</p>
<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)

Author	Published 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