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MODERN EDUCATIONAL MATERIALS TO TEACH VOCATIONAL SUBJECTS

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„ELECTRONIC MARKETING”

1. Introduction to the course

The "E-marketing" module has been developed based on the curriculum in a vocational school and is designed for people who want to gain a complete theoretical and practical knowledge of e-marketing, advertising, and social media.

The essence of the course is to provide basic knowledge on digital marketing in the theoretical form as well as to show the practical applications of e-marketing companies. This course covers the basic concepts and definitions used in e-marketing; it discusses the key methods and rules of electronic marketing. The main attention was paid to the analysis of specific cases based on the experience of Lithuanian and foreign companies.

The **main aim** of the course is to prepare participants for planning and implementing Internet marketing campaign (e-marketing) in a part of its marketing strategy.

The subject volume in credits: 5 ECVET (European credit system for vocational education and training).



Objectives:

- to demonstrate the capabilities and importance of the use of modern IT technologies in marketing activities;
- the use of e-marketing in practice;
- analysis and evaluation of the positive experiences of international organizations in the field of electronic marketing and use thereof in Lithuanian companies.

2. Acquired competences:

1. To apply the business benefits of ICT and evaluate the functionality and benefits of content management systems by expanding the electronic marketing in your organization.
2. To analyze effectively and properly adapt to changes in the business environment.
3. To evaluate the electronic market players and environment.
4. To adjust the sales-oriented online marketing solutions in practice.
5. To evaluate the effective trade and service businesses experience (in Lithuania and international market).
6. To recommend e-marketing strategies for a specific improvement opportunities within an organization in Lithuania.
7. To analyze and submit proposals for the improvement of the web site, expanding an organization activities on the Internet.
8. To provide the appropriate domain that affects the success of e-commerce in both Lithuanian and international market in accordance with the specific nature of the organization.

9. To provide the most suitable means of advertising for a particular organization on the Internet in order to create an effective online marketing strategy.

3. Learning content covered in 10 topics:

1. The development of information technology and telecommunications and their impact on business.
2. The impact of the Internet on the traditional marketing and fundamental concepts of marketing.
3. The concept of e-marketing.
4. Online marketing objectives and functions.
5. E-marketing strategies.
6. Websites.
7. Advertising and other communication tools on the Internet.
8. Pricing and delivery channels on the Internet.
9. The assessment of e-marketing mix efficiency.
10. Internet marketing plan.

To examine each of the topics the purpose and objectives, expected learning outcomes, the duration of the learning topic and key concepts are provided. The questions submitted after examining each of the topics help reinforce the material as the tasks and tests for self-control, whose aim is to check the absorption of the substance. The intermediate knowledge test is given after covering 1 to 5 topics and the assessment is intended to be 15 per cent.

The learners of e-marketing module must prepare the paper. The volume of the paper covers up to 10 pages and the maximum assessment is 25 per cent.

The accumulative grade is used to evaluate students' knowledge. The capacity of the students is checked by the intermediate assessment submitting the paper. The composition of final grade includes:

- *the accumulative grade*– 40 per cent (intermediate assessment, the paper).
- *the final assessment* – 60 per cent.

Reference list and the dictionary of key terms are at the end of the module. All the sources have been referred to in the module are in the reference list.

I. The development of information and communication technologies and their impact on business (I)

The aim – to familiarize with an impact of information and communication technologies (ICT) development on business and its system.

Objectives:

- To introduce the development of ICT and management, the impact of ICT development on changes of business environment.
- Be able to understand and distinguish concepts of the knowledge economy and information society.
- To identify and value extents of business transformations.

Expected learning outcomes and skills:

- Understanding of ICT and management development as well as ability to analyse changes of business environment.

- Perception of concepts of the knowledge economy and information society, ability to distinguish them.
- Ability to identify and value the extent of business transformation.

Training duration of this topic: 7 academic hours – 2 academic hours for theoretical occupations, 1 academic hour for practical occupations and 4 academic hours for self-study work.

Key words:

Information and communication technologies (ICT) – technologies, which contribute to faster flow of information – from digital radio to mobile phones and e-mail.

Knowledge economy – this is a system where legal and economic assumptions as well as management and economic mechanisms, modern technologies and human resources are combined and which emerges developing the market economy and different technologies especially information technologies.

Information society is a society, which collects information continually in all branches of science and industry later crafting this information learns continually and develops new skills as well as adapts this knowledge to life and work activities.

Telematic system is an integrated processing and transmission system of information.

II. The development of information and communication technologies and their impact on business (II)

The aim – to get acquainted with information technology and telecommunication development's impact on business through the prism of the consumer and the economy

Objectives:

- To acquaint with changes in consumer behaviour that influences the development of ICT.
- To analyze and be able to identify consumer behaviour.
- To identify the knowledge of economy and industrial economic concept and reveal the fundamental differences between the knowledge and the industrial economies.

Expected learning outcomes and skills:

- Internet user behaviour perception and understanding.
- Ability to identify different internet users.
- Knowledge of economic and industrial economic concept, the processes of perception and the ability to distinguish them.

Duration of subject learning: 7 AH (academic hour) – 2 AH - on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 of AH – self-study.

Basic concepts:

Informative man - is a literate person, who knows how to search for, collect, elaborate and disseminate information.

User - natural person who acquires or uses goods and services not for professional consumption

Industrial economy- is one of the kinds of economies where the economic system is based on material production

III. Internet impact on traditional marketing, basic marketing concepts (I)

The goal – to introduce with the impact of online technologies and the influence of traditional marketing system.

Objectives:

- To identify and introduce the main Internet technology affected by the traditional marketing concepts and issues
- To analyze the impact on the Internet traditional marketing complex elements.

Expected learning outcomes and skills:

- Traditional and online marketing principles affected by perception.
- The influence of Internet technology complex elements and the identification of changes in their knowledge on marketing

Duration of subject learning: 7 AH (academic hour) - 2 AH – on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 AH – self-study.

Basic concepts:

Marketing - purchasing and sales relationships are based on economic system development process, which formed some form of market and business enterprise or individual goals in the market conditions.

IV. Internet impact on traditional marketing, basic marketing concepts (Part I)

The goal – to get acquainted with the effects of online technologies and the influence of marketing communication system.

Objectives:

- To identify and introduce basic Internet technology, affected by the marketing concepts and communication aspects.
- To present a systematic approach to marketing communication.
- Be able to assess what is typical of integrated marketing communication, what its features are.

Expected learning outcomes and skills:

- Internet technology affects the perception of the principles of marketing communications.
- Has brought a systematic approach to marketing communication.
- Ability to apply integrated marketing communication in practical aspects.

Duration of subject learning: 7 AH (academic hour) - 2 AH - on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 AH – on self-study.

Basic concepts:

Communication - this is when the individuals are involved in an interaction with other individuals, using posts (exchange of information) to create meanings in different contexts.

Integrated marketing communication - is marketing communication planning concept, arising from the need to assess their individual fields (advertising, sales promotion, public relations, etc.) the strategic role, and the search for optimal combination to ensure clarity, consistency and maximizing the effects of communication programs through coordinated integration of all individual salutations.

V. Concept of e-marketing

Goal – to introduce the online marketing system, its principles and aspects

Objectives:

- To get acquainted with the basic principles and concepts.
- To be able to create marketing mix
- To know the chain of Internet marketing activities.

Expected learning outcomes and skills:

- To know basic principles and concepts.
- To be able to create marketing mix.
- To know the chain of Internet marketing activities.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words

E-marketing – application of IT to company’s marketing activities.

E-marketing mix – a unique set of inter-related actions and tactics which are used to reduce the desired respond in the target market and to achieve company’s goals by meetings the customers’ needs.

The marketing environment – refers to forces outside the company, which have a direct or indirect impact on company’s work and its marketing decisions.

Marketing ethics – deals with the moral principles which determine what is appropriate and inappropriate behaviour in marketing process.

VI. Online marketing objectives and functions

The goal - to introduce with the objectives and functions of online marketing

Objectives:

- Identify the main e-marketing objectives and functions.

Expected learning outcomes and skills:

- The perception of systemic uptake of e-marketing aspects through the prism of the objectives and functions.
- Internet technology affects the perception of the principles of marketing communications.

Duration of subject learning: 6 AH (academic hour) - 2 AH - on learning of the module (theoretical classes), 1 AH – on practical workshops and 3 AH – on individual work.

Basic concepts:

The objective of e- marketing - to get the maximum effect from the web site (online store, the company's Web site) visitors, convert visitors to real customers, the result of all this is the increased profits of companies which advertise their goods and services online.

VII. E-marketing strategies (Part I)

The goal - to introduce the effect of the Internet market segmentation and consumer research

Objectives:

- To get acquainted with the market segmentation, analyze and identify e-market segmentation process and basic principles.
- To introduce the online research types, methods and principles

Expected learning outcomes and skills:

- The main market / customer segmentation principles of knowledge and ability to apply and form them.
- Ability to recognize different types of users on the Internet.
- Research and implementation of the principles of the Internet awareness and knowledge, ability to choose and apply according to the situation and the need.

Duration of subject learning: 7 AH (academic hour) - 2 AH - on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 AH – on individual work

Basic concepts:

Segmentation - this is the total market breakdown into separate groups (consumer organizations) that have similar needs.

The research - is an activity providing business data / information that is the basis of identified opportunities and problems of marketing actions formation, development, marketing activities and their performance evaluation, etc.

The marketing process - it's the analysis marketing opportunity, selection of target markets, marketing complex creation and marketing management.

VIII. E-marketing strategies (Part II)

Goal – to introduce the process of e-marketing strategy development and the strategies.

Objectives:

- To analyse the process of e-marketing strategy formation.
- To identify and present e-marketing strategies.

Expected learning outcomes and skills:

- To be able to conduct and apply the process of e-marketing strategy formation.
- To define e-marketing strategy suitability, to delineate differences between strategies

Duration of topic studying: academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words:

E-marketing strategy– it is functional strategy associated with e-marketing mix elements such as product formation, pricing, promotion and distribution.

IX. Websites (Part I)

Goal – to introduce websites and their key aspects.

Objectives:

- To identify classification of websites and their basic functions.
- To present the importance and functionality of a website domain.

Expected learning outcomes and skills:

- Knowledge of different types of websites and their basic functions.
- Understanding the importance of a domain name and ability to create a proper domain name and its structure.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words

Website – information resource on the web which can be reached by using a Web browser. Information is usually presented in a hypertext markup language (HTML) or extensible hypertext markup language (XHTML) format.

Domain – it is a unique Internet website address which is recorded after ‘www’ with the extension „lt“, „eu“, „com“, „org“, „net“ and others.

X. Websites (II)

Goal – to introduce website management and quality evaluation model.

Objectives:

- To analyse website content management principles and functionality.
- To introduce VPTCS method in evaluation of websites.
- To analyse the tools, pros and cons, good practice in website creation.

Expected learning outcomes and skills:

- Knowledge of web content management and practical application of the principles.
- Ability to evaluate and implement web evaluation method VPTCS.
- Applying the information obtained during good practice analysis for websites.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words:

Content management system (CMS) – is an online tool that can administer website information and modify it depending on ones' needs in the present time.

VPTCS – it is one of the main website quality evaluation methodologies which is based on a five criteria system – visibility, perception, technique, content and services.

XI. Advertising and other means of communication on the Internet (I)

The goal – to identify the Internet impact, influence of advertising through the Internet and get acquainted with the basic e-advertising measures and actions in the e-marketplace.

Objectives:

- To introduce the concept of e-business and compared to traditional advertising.
- Submit, describe and analyze the sales promotion methods on the Internet.
- Analyze the effectiveness of e-advertising.

Expected learning outcomes and skills:

- The main difference between e-advertising and traditional marketing perception.
- Ability to use advertising features and the basic promotion methods.
- Ability to make proper use of the website, social networks, e-mail, mail, information retrieval systems / engines, blogs, etc. as effective online advertising tool.
- Banners as the most popular and effective mean of use in e- advertising.
- The effectiveness of e-advertising knowledge.

Duration of subject learning: 7 AH (academic hour) - 2 AH – on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 AH – on individual work.

Basic concepts:

E-advertising - the Internet technologies in everyday marketing activities.

Banner - is a small graphics (mostly gif, jpg or flash (SWF) format), with a limited amount of information, with a link to advertiser website.

E-mail - one of the first and, in comparison with other, popular Internet service which aim is to receive and send information through the Internet to another Internet user, which can be used for direct marketing purposes.

Newsletter- a letter of commercial character sent by e-mail, which the user ordered to get.

Online link- it's bold, active word or phrase inserted in the web page content, directing users to a specific and set in place on the Internet.

Discussion group or forum - this is a specific group of people who have a lot in common, who are going online and share information.

Blog - is a website that can be managed by the same author: unrestricted writing your thoughts, post photos, post links, receives comments from the Internet users.

XII. Advertisement and other means of communication on the Internet (II)

Goal – to introduce contextual advertising and viral marketing, their principles, functions and aspects.

Objectives:

- To identify e-business popularity and promotion measures – contextual advertising, its functions and principles.
- To identify e-business and promotion measures – viral marketing – its functions and principles.

Expected learning outcomes and skills:

- Ability to use contextual advertising means to promote, publish and disseminate information on the e-space.
- Ability to use viral marketing tools to promote, publish and disseminate information online.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words:

Contextual advertising – a way of targeted advertising, when ads are places on a website or other media, depending on a query or the content of the website.

Viral marketing – this strategy encourages individuals on a voluntary basis transfer advert message to other individuals.

XIII. Pricing and placing channels on the Internet (I)

The goal - to introduce advertising budget formation's methods and the techniques of advertising online payment.

Objectives:

- To analyze and identify the advertising budget methodology and principles.
- To introduce the main online advertising payment methods.

Expected learning outcomes and skills:

- Ability to select, adapt, develop and evaluate the advertising budget according to the methodology.
- Ability to identify, quantify and assess advertising online payment methods

Duration of subject learning: 7 AH (academic hour) - 2 AH – on learning of the module (theoretical classes), 1 AH – on practical workshops and 4 AH – on individual work

Basic concepts:

E-marketing / advertising budget - it's part of the overall marketing budget for marketing / advertising tool execution and implementation of the Internet.

(CPM. Cost Per Mile) - payment for online advertising displays - applies to 1000 pcs. of banners displays volume.

FF (Eng. Flat Free) - payment for online advertising time.

CPC (Eng. Cost Per Click) - payment for online advertising clicks.
VTR (Eng. View Through Rate) - the ratio of online advertising impressions and views.

CTR (Eng. Click Through Rate) - the ratio of online advertising displays and clicks.
CPA (Eng. Cost Per Action / Acquisition) - payment for online activities.

XIV. Pricing and online dissemination channels (II)

Goal – to introduce the principles of measures plan preparation and net creation.

Objectives:

- To identify measures plan, be able to create a net on the base of rules for dissemination channel choice and forecast the effects.

Expected learning outcomes and skills:

- Ability to create a net on the base of rules for dissemination channel choice and forecasting the effect.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study

Key words:

„*Bounce rate* “– represents the proportion of visitors who enter the site and then leave ("bounce") at the end of the first page to compare with the total number of the website users.

XV. Evaluating the effectiveness of e-marketing mix

Goal – to introduce web applications/search engines optimization (SEO) principles and functions.

Objectives:

- To present and introduce SEO – a tool for e-business promotion.
- To analyse and identify the basic principles of the SEO process.

Expected learning outcomes and skills:

To know how to use and customize SEO principles to promote, publicize and disseminate information online.

Duration of topic studying: 7 academic hours – 2 of them are allocated to the study of the module (theoretical classes), 1 academic hour – practice classes and 4 academic hours – self-study.

Key words:

SEO (Search Engines Optimization) – website application/search engine optimization process.

URL (Universal Resource Locator) – a web page address.

XVI. Internet Marketing Plan

The aim- to introduce e-marketing plan development and specifics of the structure.

Objectives:

- To identify the marketing plan, the location / position of the overall organization's strategic planning process.
- To identify principles and aspects which formed the basis of a marketing plan.
- To understand how e-marketing plan is drawn.

- To structure components of marketing plan

Expected learning outcomes and skills:

- The knowledge of marketing plan position of the organization for strategic planning process.
- The principles of marketing plan, aspects of absorption.
- Ability to create e-marketing plan.
- Ability to prepare a marketing plan of separate lots.

Training duration of this topic: 7 AH (academic hour) - 2 AH – for learning of the module (theoretical classes), 1 AH – for practical workshops and 4 AH – for self-study work.

Key words:

Marketing plan - is a marketing strategy and action plan for the complex / package companies, to reach the product category or brand marketing objectives.

XVII. Evaluation tests

- Intermediate test
- Final Exam Test

At the end of the course is presented the reference and the glossary. For the preparation of module material has been used various literature sources referred to the bibliography. There were used literature in native and foreign languages, the basic and additional sources of literature, online resources, research papers, video and audio clips.

The module is formatted in accordance with the innovative teaching methods, in compliance with rules of writing (font, spacing, layout structure) with tables, pictures, diagrams and using colors and moods compatibility, learning mood maintenance and attracting attention.

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