



## UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2020/2021

Predmet / Course	Spletni marketing / Online marketing
Šifra predmeta / Course Code	B12SMARK-SM9-ESD
Nosilec predmeta / Course Coordinator	prof. dr. Dušan Lesjak
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language	
- Predavanja / Lecture	Slovenski / Slovene, Angleški / English
- Vaje / Tutorials	Slovenski / Slovene, -
Študijski program / Programme	Ekonomija v sodobni družbi (1. stopnja) / Economy in Contemporary Economy (1st cycle)
Letnik / Year	2.
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
30	60	0	135	225	9

### Vsebina / Content:

1. Uvod v spletni marketing 2. Email marketing 3. Družabna omrežja in spletni marketing 4. Display in video marketing 5. Mobilni marketing 6. Marketing avtomatizacija 7. SEO in spletne strani 8. Pravni vidike spletnega marketinga 9. Strategija spletnega marketinga	1. Introduction to online marketing 2. Email marketing 3. Social media marketing 4. Display and video marketing 5. Mobile marketing 6. Marketing automation 7. SEO and web sites 8. Legal aspects of online marketing 9. Strategy of online marketing
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### Splošne kompetence / General Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i>  <b>SPL1:</b> Delo s podatki in informacijami; <b>SPL3:</b> Medosebne, socialne spretnosti; <b>SPL4:</b> Sodelovalno, timsko delo, delo v skupini; <b>SPL6:</b> Etičnost; <b>SPL8:</b> Spretnosti kritičnega mišljenja; <b>SPL10:</b> Inicijativnost ter podjetnost;	<i>Student will acquire knowledge and skills in the following general areas:</i>  <b>SPL1:</b> Work with data and information; <b>SPL3:</b> Interpersonal, social skills; <b>SPL4:</b> Cooperation, team work, group work; <b>SPL6:</b> Ethics; <b>SPL8:</b> Critical thinking; <b>SPL10:</b> Initiative and entrepreneurial skills;
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### Predmetno specifične kompetence / Course Specific Competencies:

<i>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i>  <b>PSP1:</b> Značilnosti organizacije, funkcijska področja in razmerja med njimi.; <b>PSP2:</b> Pregled poslovanja, problemi, izzivi in njihovo reševanje, svetovalni načrt.; <b>PSP4:</b> Metode in orodja za analizo notranjega in zunanjega okolja in določanje razvojnih perspektiv organizacije; <b>PSP8:</b> Kultura in njeni vplivi na vsebinskem področju predmeta; <b>PSP9:</b> Vidik etike na vsebinskem področju predmeta; <b>PSP10:</b> Pravo na vsebinskem področju predmeta.; <b>PSP13:</b> Tehnika in tehnologija na	<i>Student will acquire knowledge and skills in the following specific areas:</i>  <b>PSP1:</b> Organizations' characteristics, functional areas and the relationships between them; <b>PSP2:</b> Organisational audit, problems and challenges in business, problem solving, consultancy plans; <b>PSP4:</b> Methods and tools for analysis of an organisation and its environment to identify perspectives; <b>PSP8:</b> Culture and its influence in the field of the course; <b>PSP9:</b> Principles of ethics; <b>PSP10:</b> Law in the field of the course; <b>PSP13:</b> Engineering and technology in the fields of the course; <b>PSP18:</b> General overview of the course content area.
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vsebinskem področju predmeta; <b>PSP18:</b> Splošna razgledanost na vsebinskem področju predmeta.	
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### **Predvideni študijski izidi / Intended Learning Outcomes:**

<i>Študent bo dosegel naslednje študijske izide:</i>  Razumevanje pomembnosti spletnega marketinga in njegovih značilnosti za različna podjetja Znati opredeliti dejavnike, prednosti in omejitve spletnega marketinga Znati kritično analizirati in predstaviti izzive in dileme spletnega marketinga Razumeti pomembnost strateškega načrtovanja in uvajanja spletnega marketinga Znati zasnovati strategijo spletnega marketinga Poznati pravne, etične in družbene izzive uvajanja in uporabe spletnega marketinga Razumeti trende in izzive spletnega marketinga	<i>Student will achieve the following learning outcomes:</i>  Understand the importance of online marketing and its features for different companies. Knows how to identify the factors, strengths and limitations of online marketing, Knows how to critically analyse and interpret issues and dilemmas of online marketing. Knows the importance of strategic planning and implementation of online marketing Knows how to design online marketing strategies. Knows the legal, ethical and social challenges of introducing and using of online marketing. Understand trends and issues of online marketing
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### **Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning**

<i>Oblike dela</i>	Delo v manjših skupinah; Samostojno delo študenta; E-učenje
<i>Types of Teaching and Learning</i>	Work in smaller groups or pairs; Independent student work; E-learning
<i>Metode dela</i>	Razlaga; Razgovor/diskusija/debata; Proučevanje primera; Javni nastop; Gost iz prakse; Praktično delo;
<i>Teaching and Learning Methods</i>	Explanation; Conversation/discussion/debate; Case study; Public presentation; Guest from practice; Practical work;

### **Načini ocenjevanja v % / Types of Student Assessment**

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment	50 %
Daljši pisni izdelek /Longer written casework <sup>1</sup>	30 %
Javni nastop s predstavitvijo rezultatov / Presentations <sup>2</sup>	20 %
Končni pisni izpit / Final written examination/	/
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	številska/numeric

### **Obveznosti študenta/ Student obligations:**

Obveznosti je možno opraviti le med izvedbo predmeta, saj delo poteka tudi v skupini, ocenjuje pa se delo posameznika ter prispevek posameznika k skupini in delo skupine kot celote.	Obligations can only be performed during the course, as the work also takes place in a group, and the work of the individual and the individual's contribution to the group and the work of the group as a whole are assessed.
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### **Temeljna literatura / Literature:**

1. A.T. Jones, A. Malczyk and J. Beneke, Internet Marketing, A Higly Practical Guide to Every Aspect of Internet Marketing, Published by GetSmarter under the Creative Commons By-NC 3.0
2. N. Patel in R Puri: The Beginners Guide to Online Marketing: <https://www.quicksprout.com/the-beginners-guide-to-online-marketing/>
3. Gradiva nosilca v e-učilnici.

<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek

## Reference nosilca / Lecturer's references: (od 2010)

### 1.01 Izvirni znanstveni članek (od 2010 dalje)

1. ZWILLING, Moti, KLIEN, Galit, LESJAK, Dušan, WIECHETEK, Łukasz, CETIN, Fatih, BASIM, Hamdullah Nejat. Cyber security awareness, knowledge and behavior : a comparative study. *Journal of computer information systems*, ISSN 0887-4417, 2020, vol. , iss. , str. 1-16,
2. LESJAK, Dušan, ZWILLING, Moti, KLEIN, Galit. Cyber crime and cyber security awareness among students : a comparative study in Israel and Slovenia. *Issues in information systems*, ISSN 1529-7314, 2019, vol. 20, iss. 1, str. 80-87, preglednice. [http://www.iacis.org/iis/2019/1\\_iis\\_2019\\_80-87.pdf](http://www.iacis.org/iis/2019/1_iis_2019_80-87.pdf). [COBISS.SI-ID [40228869](#)]
3. ROJKO, Katarina, LESJAK, Dušan, ŠUŠTERŠIČ, Janez. Information and communication technology spending and the latest (2008-) economic crisis. *International journal of sustainable economy*, ISSN 1756-5804, 2015, vol. 7, iss. 4, str. 306-326, ilustr. <http://www.inderscience.com/info/inarticle.php?artid=72195>, doi: [10.1504/IJSE.2015.072195](#). [COBISS.SI-ID [38071813](#)]
4. ZILLI, Dejan, LESKOVŠEK, Jožica, NATEK, Srečko, LESJAK, Dušan. Mobile applications for health care support. *Issues in information systems*, ISSN 1529-7314, 2015, vol. 16, iss. 2, str. 102-107, ilustr. [http://www.iacis.org/iis/2015/2\\_iis\\_2015\\_102-107.pdf](http://www.iacis.org/iis/2015/2_iis_2015_102-107.pdf). [COBISS.SI-ID [38072069](#)]
5. TOMAŽIČ, Tina, BORAS, Damir, JURIŠIČ, Jelena, LESJAK, Dušan. Covert advertising as inadmissible presentation of information. *Industrial management + data systems*, ISSN 0263-5577, 2014, vol. 114, no. 1, str. 107-122, doi: [10.1108/IMDS-04-2013-0204](#). [COBISS.SI-ID [17509910](#)],
6. ROJKO, Katarina, LESJAK, Dušan. The impact of the latest (2008-) economic crisis on ICT products. *Issues in information systems*, ISSN 1529-7314, 2014, vol. 15, iss. 2, str. 258-269, graf. prikazi. [http://iacis.org/iis/2014/123\\_iis\\_2014\\_258-269.pdf](http://iacis.org/iis/2014/123_iis_2014_258-269.pdf). [COBISS.SI-ID [1537037764](#)]
7. ROJKO, Katarina, LESJAK, Dušan, VEHOVAR, Vasja. Information communication technology spending in (2008-) economic crisis. *Industrial management + data systems*, ISSN 0263-5577, 2011, no. 3, vol. 111, str. 391-409, tabele. [COBISS.SI-ID [15384373](#)],
8. FLORJANČIČ, Viktorija, LESJAK, Dušan. Slovenian SMEs and e-business. *International journal of management and enterprise development*, ISSN 1468-4330, 2010, vol. 8, no. 1, str. 22-31, doi: [10.1504/IJMED.2010.029758](#). [COBISS.SI-ID [14982197](#)]
9. FLORJANČIČ, Viktorija, LESJAK, Dušan. E-business impacts and obstacles from the perspective of Eurostat and students. *Issues in information systems*, ISSN 1529-7314, 2009, vol. 10, no. 2, str. 415-420, graf. prikazi, tabele. [COBISS.SI-ID [3374295](#)]
10. FLORJANČIČ, Viktorija, LESJAK, Dušan. E-business in Slovenian SMEs. *Issues in information systems*, ISSN 1529-7314, 2008, vol. 9, no. 1/2, str. 441-446, tabele. [COBISS.SI-ID [2913751](#)]
11. VEHOVAR, Vasja, LESJAK, Dušan. Characteristics and impacts of ICT investments : perceptions among managers. *Industrial management + data systems*, ISSN 0263-5577, 2007, no. 4, vol. 107, str. 537-550, tabele. [COBISS.SI-ID [26346077](#)]
12. LESJAK, Dušan, VEHOVAR, Vasja. Factors affecting evaluation of e-business projects. *Industrial management + data systems*, ISSN 0263-5577, 2005, no. 4, vol. 105, str. 409-428. [COBISS.SI-ID [1334999](#)],
13. NATEK, Srečko, LESJAK, Dušan. Strategic planning for information systems - who really needs it?. *Issues in information systems*, ISSN 1529-7314, 2005, no. 2, vol. 6, str. 118-123. [COBISS.SI-ID [1472727](#)]
14. LESJAK, Dušan, VEHOVAR, Vasja, SEYMOUR, Tom, FLORJANČIČ, Viktorija. Economic evaluation and justification of e-business (project) in Slovenia. *Issues in information systems*, ISSN 1529-7314, 2003, 4, 2, str. 549-555. [COBISS.SI-ID [743639](#)]
15. LESJAK, Dušan. Is information technology leveraged strategically in Slovene small firms?. *CIT : journal of computing and information technology*, ISSN 1330-1136, jun. 2001, vol. 9, no. 2, str. 143-151. [COBISS.SI-ID [5902620](#)],
16. LESJAK, Dušan, LYNN, Monty L. Are Slovene small firms using information technology strategically?. *Journal of computer information systems*, ISSN 0887-4417, spring 2001, vol. 41, no. 3, str. 74-81. [COBISS.SI-ID [5629724](#)],
17. LESJAK, Dušan. Small Slovene firms and strategic information technology usage. *Journal of East European management studies*, ISSN 0949-6181, 2000, vol. 5, no. 2, str. 152-172. [COBISS.SI-ID [10865382](#)],

### 1.08 Objavljeni znanstveni prispevek na konferenci

1. LESJAK, Dušan. Electronic banking : presence and trends. V: SEDMAK, Suzana (ur.), LAPORŠEK, Suzana (ur.), NAHTIGAL, Matjaž (ur.). *Managing geostrategic issues : proceedings of the joint*

- international conference organised by University of Primorska, Faculty of Management, Slovenia, Lomonosov Moscow State University, Moscow School of Economics, Russian Federation Juraj Dobrila University of Pula, Faculty of Economics and Tourism, "Dr. Mijo Mirkovic", Croatia, (Management International Conference, ISSN 1854-4312). Koper: University of Primorska Press. 2019, str. 111-120. <http://www.hippocampus.si/ISBN/978-961-6832-68-7/11.pdf>, doi: [10.26493/978-961-6832-68-7.11](https://doi.org/10.26493/978-961-6832-68-7.11). [COBISS.SI-ID [1541980868](#)]*
2. ZWILLING, Moti, LESJAK, Dušan, NATEK, Srečko, PHUSAVAT, Kongkiti, ANUSSORNITISARN, Pornthep. How to deal with the awareness of cyber hazards and security in (higher) education?. V: DERMOL, Valerij (ur.). *Thriving on future education, industry, business and society : proceedings of the MakeLearn and TIIM International Conference, 15-17 May 2019, Piran, Slovenia*, (MakeLearn, ISSN 2232-3309). Bangkok; Celje; Lublin: ToKnowPress. 2019, str. 433-439. <http://www.toknowpress.net/ISBN/978-961-6914-25-3/papers/ML19-130.pdf>. [COBISS.SI-ID [40072197](#)]
  3. ROJKO, Katarina, LESJAK, Dušan. The latest economic crisis (2008-) and ICT users&spendings. V: *Proceedings of 2014 International Conference on Technology Innovation and Industrial Management : 28-30 May 2014, Seoul, South Korea*, (Proceedings of 2010 International Conference on Technology Innovation and Industrial Management, ISSN 1906-7631). Seoul (South Korea): TIIM. 2014, str. S2-100-S2-113, ilustr. [COBISS.SI-ID [1536509124](#)]
  4. LESJAK, Dušan, SEYMOUR, Tom, VEHOVAR, Vasja. Evaluation of e-business projects. V: *Theme: Technology and information security issues in knowledge-based organizations : IACIS Pacifica 2005 Conference, May 19-21, 2005, Taipei, Taiwan*. Taipei: International association for computer information systems: Taiwan Management Institute: Chang Gung University. 2005, str. 17-24. [COBISS.SI-ID [1316567](#)]
  5. LESJAK, Dušan, VEHOVAR, Vasja, FLORJANČIČ, Viktorija. Vrednotenje in upravičevanje (projektov) e-poslovanja v Sloveniji. V: NOVAKOVIČ, Aleksander (ur.), et al. *Management in informatika : zbornik posvetovanja, Dnevi slovenske informatike, Portorož, 14.-16. april*. Ljubljana: Slovensko društvo Informatika: = Slovenian Society Informatika. 2004, str. 208-215. [COBISS.SI-ID [907223](#)]
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  8. LESJAK, Dušan, FLORJANČIČ, Viktorija. Ekonomski vidiki utemeljevanja projektov (uvajanja) e-poslovanja. V: NOVAKOVIČ, Aleksander (ur.), et al. *Zbornik posvetovanja, Dnevi slovenske informatike, Portorož, Slovenija, 16-18. april*. Ljubljana: Slovensko društvo Informatika: = Slovenian Society Informatika. 2003, str. 26-31. [COBISS.SI-ID [717527](#)]

## 1.16 Samostojni znanstveni sestavek ali poglavje v monografski publikaciji

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## 2.01 Znanstvena monografija

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