

Subject name: Online marketing		NEPTUN-code: AMIOMKTNE	Weekly hours 2 ea + 0 gy + 0 lab
Credit: 2 Requirements : midterm note		Prerequisites: -	
Subject leader: Petőné Dr. Csuka Ildikó	Posituon: Assist. Prof	Faculty and Institute: Óbudai University Alba Regia Technical Faculty, Institute of Engineering	
Process of evaluation and control: The students will write one exam in the semester, which will be based on the topics of the lessons. In order to receive the signature the students have to achieve at least 50% of the points in the exam and have to prepare two homeworks (webpage analysis, planning of online advertisements). Persons who cannot participate on the exam will have the possibility to write it before the end of the semester (before last week). The work in the semester cannot be postponed to a later time.			
The description of subject:			
Levels of the interpretation of marketing, marketing conceptions, effects of the internet. The term online marketing, online marketing mix, malleable laws of marketing. Properties of online facilities, secret of their success, the advantages of the internet for enterprises and users. Efficient e-marketing. The establishment of e-business. SAP CRM, CRM, SAP Business one. E-shops, statistics of e-traffic. Aspects of buying on the web. Establishment and analysis of webshops. Forms of online selling. Online promotion, types of online advertisements. Online marketing tools: web analytics, search marketing, banners, campaigns, newsletters, virus marketing, blog. Direct marketing on the internet. Internet ethics. Online PR tools. Society marketing (facebook). Online marketplaces (ebay, vatera, etc.). New alphabet in the marketing.			
The main competences and professional skills gained by the students: management of online presence, selling and communication, studying the special tools of online marketing.			
Bibliography:			
<ol style="list-style-type: none"> 1. Justin Michie: Internet marketing (2012) 2. Lorrie Thomas: Online marketing (2016) 3. Tom-Corson – Knowles: Facebook for Business Owners (2012) 4. Presentation : Csala-Takács Éva: Online marketing ppt (2016) 			