

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KIS/010AM/16	Course title: E-business and E-marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I., II.	
Prerequisites:	
Course requirements: 1. Students prepare a presentation on a topic from the field of e-business, e-marketing, or e-commerce. The presentation must not be an advertising or promotional presentation of a commercial product or company. Teams consist of 2–3 students. Topics are assigned by the lecturer or proposed by the team and approved in advance. Presentations are submitted electronically before the scheduled seminar and presented in class during the semester. The expected length of the presentation is approximately 20-25 minutes. 2. Each team develops a complete e-business project from scratch, covering all relevant and necessary parts. Programming skills are not required; students may use website builders (e.g., Wix.com) for study purposes. The final version of the website is presented during seminars at the end of the semester. 3. Teams present the progress of their website project during a midterm seminar. The presentation includes the concept, structure, and partial implementation of the website.	
Learning outcomes:	
Class syllabus: 1) Introduction to E-marketing What is e-marketing? New rules for the digital economy? E-marketing challenges and opportunities Comparing Web to other marketing channels 2) Internet User Characteristics and Behavior Customers in the 21st century Market segmentation E-marketing segments Consumer navigation behavior Country profiles Internet marketing research 3) Marketing Knowledge Marketing databases and data warehouses Data analysis and distribution Online privacy	

4) E-Marketing Strategies

B2C

B2B

B2B2C

G2B

5) Product and Pricing Online

Creating customer value online

E-marketing solutions based on new technology

Enablers, application service providers, VSPs (Vertical service providers)

Electronic data interchange,

Collaboration platforms,

E-learning

Multimedia, convergence

Branding strategies

Taxonomy for Internet products Is the Internet an efficient market?

E-business pricing models: segmented pricing, negotiation

Online pricing strategies

6) Distribution

Distribution functions

Distribution channels online

Disintermediation and Reintermediation

Length of distribution channels

Power relationships among channel players

E-commerce models

Content sponsorship

Direct selling

Intermediary models: the brokerage model, agent models, e-tailing Logistics

7) E-Marketing Communication

Integrated marketing communication online

IMC e-business models

Content publishing

Community building

Online advertising

Online sales promotions

Direct e-mail and viral marketing

The net as a medium, including measurement metrics

8) Customer Relationship Management

Building Customer Relationships

CRM Customization Tools: e-mail, Web site customization, Intranet, Extranet, data mining,

Real-time profiling, agents, Web log analysis, cookies, collaborative filtering

Building Partnerships through Community

Guarding customer privacy

9) The Internet Marketing Plan A Multistep E-Marketing Plan

The Venture Capital E-Marketing Plan

Conducting a situation analysis

Designing e-marketing mix strategies

Creating an action plan

Budgeting for e-marketing

Evaluating the plan

Selling the Plan
 10) Leveraging Technology
 Product Technologies
 Building a Web Site: Multimedia, Database Marketing, Computer Viruses, Denial of Service Attacks
 Price Technologies: Shopping Agents
 Distribution Technologies: Bandwidth and Market Opportunities, Content Filtering, Transaction Security
 IMC Technologies: Site Rating Services, Proxy Servers and Cache, Leveraging Search Engines
 Work, Privacy, Log Files, and Cookies, Rotating and Targeted Ad, Banners Relationship Marketing Technologies
 11) Applications: Success and failure?
 Amazon.com and B2C
 eBay and classified sales
 Yahoo
 E-trading
 12) Online Ethics and Law
 Codes of Conduct
 Privacy: Background in Law and Ethics
 Privacy: Digital Concepts
 Copyright, Patent and Trademark Law
 Hyperlinks, Metatags, and Framing
 Cyber-Squatting, Domain Names and Site Development Issues
 Expression and Defamation
 Spam
 Jurisdiction and other pending problems

Recommended literature:

1. Kenneth Laudon, Carol Guercio Traver: E-Commerce 2013 Business, Technology, Society(9th Edition) , Prentice Hall; 9 edition, 2013, ISBN-10: 0273-77935-4
2. Fellenstein, C., Wood, R.: Exploring E-commerce, Global E-business, and Esocieties, Prentice Hall PTR, 2000
3. Turban E., Leidner D., McLean E., Wetherbe J., Information Technology for Management: Transforming Organizations in the Digital Economy, 5th Edition, Wiley, New York 2006. ISBN: 978-0-471-70522-2
4. Knight P., Vysoce efektivní marketingový plán, Grada, Praha 2007, ISBN 97880-247-1999-3
5. Kotler, P., Kartajaya, H., Setiawan, I. – Marketing 5.0: Technology for Humanity, Wiley, 2021. ISBN 1119668514
6. Suarker, S. P. – E-Commerce Business: The Essential Guide to E-Commerce Success. Zen Mastery, 2020. ISBN 6069836162

Languages necessary to complete the course:

english

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, <i>each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge.</i> Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level. Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, <i>a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject.</i> Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.							
Notes:							
Past grade distribution Total number of evaluated students: 463							
A	ABS	B	C	D	E	FX	M
85,53	0,0	9,5	0,86	0,65	0,22	2,81	0,43
Lecturers: Mgr. Eva Poráziková, PhD.							
Last change: 17.09.2025							
Approved by: prof. Mgr. Anna Lašáková, PhD.							