



E-MARKETING

Credit Points:	3 CP
Study course annotation	<p>E-marketing is a course that gives an idea of the diverse tools of e-marketing and their use in business, which helps to promote goods and services in the market.</p> <p><i>The aim of the study course</i> is to provide a set of theoretical knowledge about e-marketing and to develop practical application skills in using e-marketing tools.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none"> • develop students' understanding of business digitalization processes and e-environment; • to develop the student's ability to segment the target audience in the digital environment for marketing purposes; • to provide theoretical and practical knowledge about the use of digital tools; • to develop the student's ability to analyze, select, evaluate and use different approaches in the field of e-marketing; • to provide an idea of e-marketing planning, management and control methods and the possibilities of their use.
Study course results	Knowledge
	<ol style="list-style-type: none"> 1.1. Understand e- marketing nature, channels and tools; 1.2. Be able explain e- marketing tool differences and applications options in tourism and hospitality companies; 1.3. Define consumer behaviour influencing factors in the e- environment; 1.4. Be able describe e- marketing management process; 1.5. Understand e- marketing controls methods and that practical applications.
	Abilities
	<ol style="list-style-type: none"> 2.1. Able to determine the principles of target audience segmentation and apply targeting in digital communication planning; 2.2. Able to use modern digital marketing tools in communication with the target audiences. 2.3. Able to analyze specific situations in business and make conclusions about the use of e-marketing tools; <p>Able to calculate and compile an e-marketing budget.</p>
	Competences
	<ol style="list-style-type: none"> 3.1. Able to analyze the company's e-marketing and apply theoretical knowledge in solving practical tasks; 3.2. Able to analyze independently found information necessary for a specific case and present it to others; 3.3. Able to defend his opinion and participate/stimulate discussion.
Study course plan:	
No.	Topics
1	Introduction to E-marketing. E-marketing means in the tourism and hospitality industry.
2	Development of e-commerce. Selling in the e-environment
3	Consumers and their behavior in the e-environment. Consumer segmentation in the digital environment
4	Content Marketing. Keyword analysis
5	Search engine optimization (SEO, SEM)
6	Digital Marketing Tools Paid Ads. Google Ads
7	Social media marketing



8	Influencer marketing and blogging
9	Email marketing, mobile marketing
10	E-marketing planning, management and control
Form of final examination:	
	Written theoretical-practical assignment: test and situation analysis
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Kuşlivan , S., Isacker , Karel, V. Digital Marketing for Small and Medium Sized Tourism and Hospitality Enterprises . E- book , 2023. (open-access)2. Ščeulovs D, Gaile- Sarkane E. Using the electronic environment in increasing business competitiveness. – R: RTU Publishing House, 2014. – 197 pages.	
Study course supplementary literature:	
<ol style="list-style-type: none">1. Hart , J. _ Blueprint for Success: E-Marketing. How to win the internet marketing game / Jerry Hart , Bette Dausta . - Riga: Applied Information Service, 2007. - 314 pages.2. Impact of New Media in Tourism / ed . Luís Bonixe , Maria Gorette Dinis , Sonia Lamy , Zélia Breda. - IGI Global , 2021. 389 p.3. Ozturk , Ahmet , B., Hancer , Murat . Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations . - Goodfellow Publishers Limited . – 2022. 256 p.4. Tourism , Hospitality and Digital Transformation . Strategic Management aspect / ed . Kayhan Come on , Thorsten Merkle , Vanessa Ratten - Taylor & Francis, 2020. 219 p.5.	
Periodicals and other sources of information:	
<ol style="list-style-type: none">1. Journal of Digital & Social Media Marketing , ISSN (web) 2050-0084. Simon Beckett , UK2. Journal of Innovations in Digital Marketing . ISSN:2765-8341. Luminous Insights . USA (open-access)3. Journal of Travel & Tourism Marketing . Academic journal , ISSN 1054-8408. Taylor & Francis Ltd , Abington , UK4. Journal of Travel & Tourism Marketing . Academic journal , ISSN 1054-8408. Taylor & Francis Ltd , Abington , UK	
Changes and additions to the program and literature list are possible during the study process	