

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/086ME/21	Course title: Online marketing tools and applications
Educational activities: Type of activities: lecture / seminar Number of hours: per week: per level/semester: 16s / 16s Form of the course: combined	
Number of credits: 6	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: The overall evaluation of students consists of the following sum of percentages: - active participation in consultations (12 percent) - elaboration and presentation of case studies according to individual topics (48 percent) - written exam (40 percent) The evaluation of the course is in accordance with the Study Regulations of Charles University and the individual levels of the classification scale are awarded on the basis of the applied point system, which reflects the degree of success of completing the course. A minimum of 91 percent is required to obtain an A rating, a minimum of 81 percent to obtain a B rating, a minimum of 73 percent to a C rating, a minimum of 66 percent to a D rating and a minimum of 60 percent to an E rating. Credits will not be awarded to a student who earns less than 60 percent. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: By completing the course the student will gain practical experience with the use of selected online marketing tools and applications. He will be able to independently analyze websites and applications using Google Analytics or Microsoft Clarity web analytics tools. Understands key indicators of web analytics and performance marketing. Can create a PPC ad campaign in Google Ads and do a basic keyword analysis. He specializes in marketing on the social networks Facebook, LinkedIn and YouTube. Can write product ad text, including web articles and tutorials. Understands the importance of organic and paid search and is able to analyze search queries. The aim of the course is to teach students to effectively use online marketing tools and applications in practice.	
Class syllabus: 1. Introduction to online marketing tools, applications - Overview of applications and Google tools 2. Project and marketing management - Jira 3. Web Analytics 1 - Google Analytics - Audience and Acquisition 4. Web Analytics 2 - Google Analytics - Behavior and Conversions 5. PPC Campaign 1 - Google Ads - Keyword Planning and Analysis 6. PPC Campaigns 2 - Google Ads - Campaigns and Ads 7. Copywriting and content marketing 1 - Creativity and text creation 8. Copywriting and content marketing 2 - Product descriptions, articles, instructions	

9. Social networks 1 - Facebook marketing
10. Social Networking 2 - LinkedIn marketing
11. Video - YouTube and YouTube Studio
12. SEO - Google Search Console, Screaming Frog
13. Artificial Intelligence (AI) and Machine Learning (ML) - AI and ML marketing applications

Recommended literature:

- [1] REITER, M. MIKLOSIK, A. 2022. Google Analytics Best Practices in Online Business, EBES Conference 38th, Poland.
- [2] REITER, M. MIKLOSIK, A. CUPKA, A. 2021. Search Engine Optimization of Video Content. Marketing Identity, Trnava, Slovakia.
- [3] EHRENBURG, A. 2002. Brand Advertising As Creative Publicity. Journal of Advertising Research.
- [4] FELDWICK, P. 2015. Anatomy of Humbug. Troubador Publishing. 2015. 256 s. ISBN: 978-1784621926
- [5] GODIN, S. 2021. Toto je marketing. Lindeni. 2021. 240 s. ISBN 978-8056623176
- [6] KAUSHIK, A. Webová analitika 2.0 Kompletní průvodce analýzami návštěvnosti. Brno: Computer Press, a.s., 2010. 456 s, ISBN 978- 80-251-2964-7
- [7] KOTLER, P., KARTAJAYA, H., SETIAWAN, I. 2016. Marketing 4.0: Moving from Traditional to Digital. Wiley. 2016. 208 s. ISBN 978-1119341208
- [8] KOTLER, P., KELLER, K. 2013. Marketing Management. Grada. 2013. ISBN 978-8024741505
- [9] SHARP, B. 2017. Theory, Evidence, Practice. Oxford University Press. 2017. 832 s. ISBN 978-0195590296
- [10] SHARP, B. 2018. Jak se budují značky. Edice knihy Omega. 2018. 248 s. ISBN 978-8073906184
- [11] SNIJDERS, W. 2018. Eat Your Greens. Troubador. 2018. 400 s. ISBN 978-1789016758
- [12] TONKIN, S., WHITMORE, V., CUTRONA, J. Výkonnostný marketing s Google Analytics. Brno: Computer Press. 2012. ISBN 978-80-25-133-392.
- [13] VYHNÁNKOVÁ, E., LOSEKOOT, M. 2019. Jak na síť. Jan Melvil publishing. 2019. 328 s. ISBN 978-8075550842
- [14] YOUNG, M. 2018. Ogilvy o reklamě v digitálním věku. Svojtka&Co. 2018. 224 s. ISBN 978-8025621592
- [15] Website of the Academic Library of Comenius University - external information sources accessible for Charles University: <http://uniba.sk/o-univerzite/fakulty-a-dalsie-sucasti/akademicka-kniznica-uk/externe-informacne-zdroje/>.
- [16] Additional resources will be continuously added and updated

Languages necessary to complete the course:

slovak, english

Notes:

The knowledge, skills, competences and transferable competences that a student acquires by successfully completing the course and affect his personal development and can be used in his future career and in life as active citizens in democratic societies are listed in the course syllabus.

Past grade distribution

Total number of evaluated students: 0

A	ABS	B	C	D	E	FX	M
0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0

Lecturers: doc. JUDr. PhDr. Katarína Gubíniová, PhD., doc. Ing. Gabriela Pajtinková Bartáková, PhD., doc. Ing. Andrej Miklošík, PhD., Mgr. Ing. Miroslav Reiter
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Approved by: