

Objective: Understanding the basics of electronic business and internet marketing, and in particular to consider ways of its implementation in order to support business development company.

Key Competences: Understanding, creating, and implementing internet marketing strategy.

Indicative Needs / Tasks: Using internet marketing for improving business.

Target Group: Managers in (Innovative) Companies, Innovative teams, students

Outcomes: Upon completion of the training each person will be able to: understand the opportunities provided by the implementation of e-business, understand how to improve business using these tools, define requirements in terms of design and functionality of the company website, understand the principles and fundamental rules of Internet marketing, learn about the methods of advertising on the Internet, learn the social networks basics as well as their using to support business, evaluation of online users, online activities, SEO - website optimization for search engine content.

Indicative Content: E-business basics

Development and evaluation of web sites

Internet marketing campaigns (banners, Google Adwords, FacebookAds, GoogleAdSense, PPC, CPC)

The application of social media for business purposes: social networks (Facebook, Tweeter, LinkedIn), personal and Business blogs, social web

Evaluation of online users

Analytics online activities (methods, metrics, monitoring the effects of online activities - Google Analytics)

SEO - Optimization of the site / content for search engines

Duration: 1 days (from 10 am till 5 pm)

Language: Serbian, English

Keywords: Electronic business, Internet marketing, Website optimization, Internet strategy, AdWords, Google Analitics, Social networks, SEO

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