



## Syllabus of Module

# 9. Online Marketing

**Lecturer: Mgr. Lucie Procházková**

### Module Annotation

In the module, students will learn about the basics of online marketing, we will focus on the web as the basis for any online communication, the basic pillars of online communication, which are SEO, SEM and social networks, we will show how an integrated online campaign should look like and what media and elements of online communication can be used in it. We will not forget the current trends in online communication and we will also address the pitfalls of viral marketing in the online environment.

### Module Objective

The aim of the module is to familiarise students with the basics of online marketing and marketing communication in an online environment. The Internet is gaining more and more importance within the communication activities of companies, so the module focuses on all components of online communication and on the specific features of online communication.

## Literature

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