



E-Commerce management and marketing (IBA-006)

(E-KAUBANDUSE JUHTIMINE JA TURUNDUS)

SUBJECT DESCRIPTION

Credits (ECTS)	3.00 ECTS
Assessment	grading
Aim of the subject and short description	
Course offers a comprehensive exploration of advanced marketing concepts and strategies essential for navigating today's dynamic business environment. The curriculum focuses on developing a strategic approach to marketing that integrates traditional theories with contemporary practices. Key topics include consumer behavior analysis, brand management, digital marketing innovations, and strategic market planning. Students will learn to leverage data-driven insights and cutting-edge marketing technologies to create effective campaigns that align with organizational goals.	
Learning outcomes:	
Student: <ul style="list-style-type: none">1. will develop the ability to design and implement comprehensive marketing strategies that effectively address organizational challenges and capitalize on market opportunities.2. will learn to analyze and interpret consumer and market data, enabling them to make informed, data-driven marketing decisions that enhance business outcomes;3. will gain expertise in leveraging digital tools and branding techniques to build strong, innovative marketing campaigns that resonate with target audiences and drive brand equity.	