

E-marketing

Basic Information

Title: E-marketing

Code: MKT402

Credit Hours: 3 C.H.

Prerequisite(s): MKT201

Classification: Major Restricted Elective Course

Course Description

This course emphasizes how organizations can use the Internet to support their marketing activities. The focus of the course is to develop the students' e-marketing skills from environmental analysis to strategy development and implementation. Various topics are covered including the Internet micro and macro environment, Internet marketing strategy, Internet and the marketing mix, relationship marketing using the Internet and interactive marketing communications.

Learning Objectives

- Evaluate the relevance of the Internet to the modern marketing concept.
- Distinguish between Internet marketing, e-marketing, e-commerce and e-business.
- Identify the key differences between Internet marketing and traditional marketing.
- To understand the Internet micro-environment
- Identify the different elements of the Internet environment that impact on an organization's Internet marketing strategy.
- Assess competitor, customer and intermediary use of the Internet.
- To understand the Internet macro-environment
- Identify the different elements of the Internet macro-environment that impact on an organization's Internet marketing strategy and execution.
- Assess the impact of legal, moral and ethical constraints and opportunities on an organization and devise solutions to accommodate them.
- Relate Internet marketing strategy to marketing and business strategy.
- Identify opportunities and threats arising from the Internet.
- Define the characteristics of an online brand.
- Assess the relevance of the concepts of relationship, direct and database marketing on the Internet.

- Assess the characteristics required of tools to implement one-to-one marketing.
- To understand Interactive marketing communications.
- Assess the difference in communications characteristics between digital and traditional media.
- Identify effective methods for online and offline promotion.
- To understand the importance of integrating online and offline promotion.
- To relate promotion techniques to methods of measuring site effectiveness.

Learning Outcomes

- How the Internet can be used in different marketing functions.
- Evaluate the relevance of changes in trading patterns and business models enabled by e-commerce.
- Evaluate the significance of other macro-economic factors, such as economics, taxation and legal constraints.
- To develop an Internet marketing strategy.
- Evaluate alternative strategic approaches to the Internet. Apply the elements of the marketing mix in an online context.
- Evaluate the opportunities that the Internet makes available for varying the marketing mix.
- Evaluate the potential of the Internet to support one-to-one marketing and the range of techniques and systems available to support dialogue with the customer over the Internet.

Course Outline

Module/Topic
<p><u>Module 1: An introduction to internet marketing</u></p> <p>Lesson 1: Relevance of the Internet to the modern marketing concept</p> <p>Lesson 2: E-definitions (internet marketing- e- marketing, e- commerce)</p> <p>Lesson 3: Key differences between internet marketing and traditional marketing</p> <p>Lesson 4: How the internet can be used in different marketing functions</p> <p>Lesson 5: e- planning</p>
<p><u>Module 2: The Internet micro and macro environment</u></p> <p>Lesson 1: Different elements of internet environment that impact on an organization`s internet marketing strategies and execution</p> <p>Lesson 2: Competitors, customer, and intermediary use of the internet</p> <p>Lesson 3: Relevance of changes in trading patterns and business models enabled by e- commerce</p>

Lesson 4: The impact of legal, moral, and ethical constraints and opportunities on an organization and device solutions to accommodate them

Lesson 5: Site design

Module 3: Internet marketing strategy

Lesson 1: Relation of Internet marketing strategy to marketing and business strategy

Lesson 2: Opportunities and threats from the Internet

Lesson 3: Alternative strategic approaches to Internet

Lesson 4: E- models

Module 4: The Internet and the marketing mix

Lesson 1: e- customers

Lesson 2: Elements of the marketing mix in an online context

Lesson 3: Opportunities that the Internet makes available for varying the marketing mix

Lesson 4: Characteristics of an online brand

Lesson 5: E-advertising effectiveness

Module 5: Relationship marketing using the Internet

Lesson 1: Relevance of the concepts of relationship, direct and database marketing on the Internet

Lesson 2: Gathering information through the Internet.

Lesson 3: Potential of the Internet to support one-to one marketing and the range of techniques

Lesson 4: E- CRM

Module 6: E-Business

Lesson 1: Introduction to e- business

Lesson 2: Creating the e- business

Lesson 3: Business to business internet marketing

Lesson 4: Trading relationships in B2B markets

Module 7: Interactive marketing communication

Lesson 1: Integrated internet marketing communication

Lesson 2: E-mail marketing

Lesson 3: Online PR

Lesson 4: Online partnerships

*Delivery mode of each module/topic will be determined by instructor and could differ from one semester to the other.