# COURSE FILE SUMMARY

| COURSE INFORMATION | | | |
|---|---|---|---|
| **College / Institute / Center:** | Management & Technology | **Department:** | Business Information System Dept. |
| **Program Title:** | Bachelor of Business Administration | **Program Code:** | ECR |
| **Course Title:** | **Internet Marketing** | **Course Code:** | **CR326** |

| **# Hours:** | ------- 32 hr --------- | ------ 2 hr ------- | ------- 3 hr --------- |
|---|---|---|---|
| | Lecture | Lab / Tutorial | Credit |

**Pre Requisites:  EA211, CR216**

## COURSE AIM

This course discusses the basic fundamentals of Internet marketing, the impact of Web design, and strategies and tactics to use when doing business through the Internet. It also explains the unique capabilities of electronic networking. It explores key marketing concepts in the context of today's digital/Internet environment.

## COURSE OBJECTIVES

This course fills the gap between Marking as managerial practice and the Internet tools that can improve that practice. The course relies on student understanding of marketing fundamentals and Internet technologies. The course provides a good connection between E-commerce technology, E-commerce strategy, and marketing.

## STAFF REQUIREMENTS

|  | Qualifications | Special Skills | Number |
|---|---|---|---|
| Lectures | Ph.D. CS or MIS | Practical Experience in MIS | 1 |
| Tutorials | M.Sc. CS or MIS | Practical Experience in MIS | 1 |
| Laboratories / Workshops | B.Sc. or M.Sc. CS or MIS | Practical Experience in MIS | 1 |

## LECTURE SCHEDULE

| # | Lecture Week | Hrs | Description |
|---|---|---|---|
| 1 | 1st. | 3 | E-marketing in context |
| 2 | 2nd. | 3 | E-marketing environment |
| 3 | 3rd. | 3 | E-marketing environment |
| 4 | 4th. | 3 | E-marketing strategy |
| 5 | 5th. | 3 | E-marketing strategy |
| 6 | 6th. | 3 | E-marketing management |
| 7 | 7th | 3 | **7th Week Exam.** |
| 8 | 8th. | 3 | A global perspective on e-marketing |
| 9 | 9th. | 3 | Competitive strategies |
| 10 | 10th. | 3 | E-marketing strategy development |
| 11 | 11th. | 3 | E-marketing strategy development |
| 12 | 12th. | 3 | **12th Week Exam.** |
| 13 | 13th. | 3 | Marketing planning |
| 14 | 14th. | 3 | Performance metrics |
| 15 | 15th. | 3 | Cutting edge strategies beyond the Web m-marketing (mobile) |
| 16 | 16th. | 3 | **Final Exam.** |

## TEXT BOOKS

| Code* | Description |
|---|---|
| TB | e-retailing, Charles Dennis, Routledge |

## REFERENCE BOOKS

| Code* | Description |
|---|---|
| RB | - Internet Marketing by Chaffey, ISBN: #0273658832, Pearson education |

## TUTORIAL SCHEDULE

| # | Tutorial Week | Hrs | Topic |
|---|---|---|---|
| | | | |

## LABORATORY WORKSHOP SCHEDULE

| # | Laboratory Week | Hrs. | Code | Description |
|---|---|---|---|---|
| 1 | 1st | | | E-marketing environment (Search Engines) |
| 2 | 2nd | | | Benefits from buying from an e-store compared to the physical one |
| 3 | 3rd | | | Tools and techniques used to provide value for customers |
| 4 | 4th | | | Practices and trends used to provide value for customers |
| 5 | 5th | | | Practices and trends used to provide value for customers |
| 6 | 6h | | | The e-store security and trust |
| 7 | 7th. | | | The e-store reliability |
| 8 | 8th. | | | Consumers characteristics for specific e-stores |
| 9 | 9th. | | | Problems that face consumers buying from an e-store |
| 10 | 10th | | | E-marketing strategy development |
| 11 | 11th | | | Problems facing the e-retailer development |
| 12 | 12th | | | Relationship marketing and CRM systems |
| 13 | 13th | | | Promoting to markets of one |
| 14 | 14th | | | Revision |

## COMPUTER USAGE

The Computer will be used in all Lab sessions.

## GRADING AND ASSESSMENT METHOD

| Week # | Points | Written | Oral | Term Paper | Continuous | Thesis | Practical | | |
|---|---|---|---|---|---|---|---|---|---|
| 7 | 30 | 30 | | | | | | | |
| 12 | 20 | | | 20 | | | | | |
| 1-15 | 10 | | | | 10 | | | | |
| 16 | 40 | 40 | | | | | | | |

## READING MATERIAL

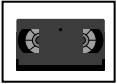| Code* | Description |
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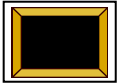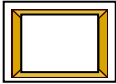
* TB : Text Book          RB: Reference Book          ST: Standards / Codes          LN: Lecture Notes

## SUPPLEMENTARY MATERIAL

| Code* | Description |
|---|---|
| OS | Slides for the Lab sessions |
| SW | Microsoft Excel XP |
| SW | Microsoft Access XP |
|  |  |
|  |  |

*PR: Periodical          SW: Software          VT: Video Tape          OS: Overhead Slide Projector
MD: Model          AC: Audio Cassette          NC: Notebook Computer

## EDUCATIONAL RESOURCES

**Prepared by**:

Designation:  Dr.

Name: Mahmoud Youssef

Sign:

Date: 28/2/2009

**Approved by:**

Designation. Dr.

Name: Mahmoud Youssef

Sign:

Date: 28/2/2009