

SESSION PLAN

Lecture

Course Particulars	
CR326	Title: Internet Marketing

Session Particulars		
#: 1	Title: E-marketing in context	Hrs: 3Hrs

Prepared by:

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Date: 28/2/2009

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	Course Particulars
CR326	Title: Internet Marketing

I		Session Particulars	
	#: 2	Title: E-marketing environment (Search Engines)	Hrs: 3Hrs

	Learning Outcomes / Abilities Gained*
#	Outcome Description
1	Search Engines Vs Directories
2	Search Engine Basics
3	Keyword Search Terms
4	Qualifying Keyword Search Terms
5	Making the Search Engines Like You
6	Search Engine Popularity
7	Link Popularity
8	Click Popularity

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CR326	Title: Internet Marketing

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#: 3	Title: E-marketing environment (Search Engines)	Hrs: 3Hrs

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
1	Popularity Search Engines
2	Hand Reviewed Directories
3	Pay Per Click Search Engines
4	Metacrawler Search Engines
5	Top Search Engines
6	1000 Search Engines
7	Hand Reviewed Directories

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#: 4	Title: E-marketing strategy (Affiliate Programs)	Hrs: 3Hrs

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
1	Affiliate Advantages
2	Affiliate Disadvantages
3	Affiliates Vs Advertising
4	Affiliate Types
5	Agreement Terms
6	Affiliate Payments

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CR326	Title: Internet Marketing

	Session Particulars		
#: 5	Title E-marketing strategy (Affiliate Programs)	Hrs: 3Hrs	

Learning Outcomes / Abilities Gained*			
#	Outcome Description		
1	Building Affiliate Program		
2	Promote Affiliate Program		
3	Affiliate Screening		
4	Affiliate Approval Notice		
5	Affiliate Tracking		

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#: 6	Title: E-marketing management	Hrs: 3Hrs	

	LEARNING OUTCOMES / ABILITIES GAINED*
#	Outcome Description
1	Product
2	Price
3	The Internet for Distribution
4	E-Marketing Communication
5	Customer Relationship Management

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	Course Particulars
CR326	Title: Internet Marketing

	Session Particulars	
#: 7	Title: 7 th Week Exam	Hrs: 3Hrs

	LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description	
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Course Particulars	
CR326	Title: Internet Marketing

	Session Particulars	
#: 8	Title: A global perspective on e-marketing (Email Campaigns)	Hrs: 3Hrs

	LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description	
1	Direct Mail vs Direct Email	
2	Spam Email	
3	Opt-out and Opt-in Email	
4	Purchased vs Rented Email Lists	
5	Renting a List	
6	Building A Better Email	
7	The Email Envelope	
8	The Email Body	
9	Test Your Email	
10	Avoid Email Attachments	
11	When to Send Email	
12	The Unsubscribe Option	
13	Response Tracking	
14	Response Staff	
15	Newsletters	
16	Running Your Own Newsletter	
17	Newsletter Advertising	
18	E-Promotions	
19	Newsgroups	
20	Press Releases	

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	Course Particulars
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	Session Particulars	
#: 9	Title: Competitive strategies	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Understand the importance of competitive strategies
2	Offensive strategies
3	Defensive strategies

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#: 10	Title: E-marketing strategy development	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Marketing Knowledge
2	Consumer Behavior

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#: 11	Title: E-marketing strategy development	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Segmentation And Targeting Strategies	
2	Differentiation and Positioning Strategies	

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	Course Particulars
CR326	Title: Internet Marketing

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#: 12	Title: 12 th Week Exam	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
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CR326	Title: Internet Marketing

		Session Particulars	
#	: 13	Title: Marketing planning	Hrs: 3Hrs

	LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description		
1	Steps of developing a marketing plan		
2	Marketing plan example		
1			

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#: 14	Title: Performance metrics	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*			
#	Outcome Description		
1	1 Understand the importance of implementation and adaptive marketing planning		
2	How variance decomposition of marketing plan results can help achieve a desired level of net marketing contribution		

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#: 15	Title: Cutting edge strategies beyond the Web m-marketing (mobile)	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Explaining the Cutting edge strategies beyond the Web m-marketing (mobile)	

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Course Particulars		
CR326	Title: Internet Marketing	

		SESSION PARTICULARS	
#: 16	Title: Final Exam		Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Final Exam

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