



College/Institute/Centre: Management and Technology
 Department of: Business Information System

SESSION PLAN

Lecture

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

Prepared by:

Designation: Dr.

Name: Mahmoud Youssef

Sign

Date: 28/2/2009

Approved by:

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