

SESSION PLAN

Lab

Course Particulars	
CR326	Title: Internet Marketing

	Session Particulars	
#: 1	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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SESSION PLAN

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	Course Particulars
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Session Particulars		
#: 2	Title: Benefits from buying from an e-store compared to the physical one	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Comparing between traditional (offline) shopping and online shopping	
1		

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	Course Particulars
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	Session Particulars	
#: 3	Title: Tools and techniques used to provide value for customers	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Amazon.com case	

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College/Institute/Centre: Management and Technology

Department of: Business Information System

SESSION PLAN

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	Course Particulars
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	Session Particulars	
#: 4	Title: Practices and trends used to provide value for customers	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	MMS.com case	

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	Session Particulars	
#: 5	Title Practices and trends used to provide value for customers	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Theknot.com case	
2	E-Promotions	

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#: 6	Title: The e-store security and trust	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	GeoTrust case	
2	VeriSign case	

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#: 7	Title: The e-store reliability	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Cases on reliable websites

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#: 8	Title: Consumers characteristics for specific e-stores	Hrs: 3Hrs

Learning Outcomes / Abilities Gained*		
#	Outcome Description	
1	Comparing between websites targeting different segments (age groups, gender, social	
	standard,)	

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	Session Particulars	
#: 9	Title: Problems that face consumers buying from an e-store	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Understanding the drawbacks of online shopping	

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	Course Particulars
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	Session Particulars	
#: 10	Title: E-marketing strategy development	Hrs: 3Hrs

Learning Outcomes / Abilities Gained*	
#	Outcome Description
1	Marketing Knowledge
2	Consumer Behavior
3	Segmentation And Targeting Strategies
4	Differentiation and Positioning Strategies

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	Course Particulars
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	Session Particulars	
#: 11	Title: Problems facing the e-retailer development	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Challenges facing the e-retailer development	
2	Examples on website failures	

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#: 12	Title: Relationship marketing and CRM systems	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Direct e-mail	
2	Newsletter advertising	
1		

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	Session Particulars	
#: 13	Title: Promoting to markets of one	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	
1	Personalization	
2	Customization	
3	One to one marketing	

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Course Particulars				
CR326		Title: Internet Marketing		
		Session Particular	RS	
#: 14	Title: Revision			Hrs: 3Hrs

	Learning Outcomes / Abilities Gained*
#	Outcome Description
1	Revising lecture topics

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SESSION PLAN

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	Course Particulars
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	Session Particulars	
#: 15	Title: Final Exam	Hrs: 3Hrs

LEARNING OUTCOMES / ABILITIES GAINED*		
#	Outcome Description	

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