

COURSE FILE SUMMARY

COURSE INFORMATION

<u>College / Institute / Center</u>	<u>Management & Technology</u>	<u>Department</u>	Business Administration
<u>Programme Title</u>	Bachelor of Business Administration	<u>Programme Code</u>	
<u>Course Title</u>	Electronic Marketing	<u>Course Code</u>	EA317
# Hours	-----2-----	-----2-----	-----3-----
	Lecture	Lab / <u>Tutorial</u>	Credit
Pre Requisites : Principles of Marketing EA211			

COURSE AIM

This course examines the Internet as a tool for effective marketing. Students will learn how the Internet has impacted the marketing environment, consumers, and the elements of the marketing mix, and explore implications for a company's marketing plan.

COURSE OBJECTIVES

This course will provide you with a thorough understanding of the principles and practices of using the Internet to market goods and services. It examines the demographics of the Internet and the various business models employed in online marketing, explores techniques and methodologies for conducting online market research and developing competitive intelligence in an organization. In addition, the course details processes for planning and implementing a comprehensive e-marketing strategy using alternative online pricing strategies, Web-based advertising and promotion, and Internet distribution channels; it also considers other critical issues, such as customer acquisition and retention and the challenges faced by firms in the application of e-marketing strategies in global markets.

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
<u>Lectures</u>	PhD	Computer skills	1
<u>Tutorials</u>	Bachelor of business administration		1/2
<u>Laboratories / Workshops</u>			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1	3	E-Marketing in Context: Convergence
2	2	3	E-Marketing in Context: Strategic E-Marketing
3	3	3	E-Marketing in Context: The E-Marketing Plan
4	4	3	E-Marketing Environment: Global Markets
5	5	3	E-Marketing Environment: Ethical and Legal Issues
6	6	3	E-Marketing Strategy: Marketing Knowledge
7	7	3	E-Marketing Strategy: Consumer Behavior+ 7 th week exam
8	8	3	E-Marketing Strategy: Segmentation and Targeting Strategies
9	9	3	E-Marketing Strategy: Differentiation and Positioning Strategies
10	10	3	E-Marketing Management: Product
11	11	3	E-Marketing Management: Price
12	12	3	Term Project
13	13	3	E-Marketing Management: The Internet for Distribution
14	14	3	E-Marketing Management: E-Marketing Communication
15	15	3	E-Marketing Management: Customer Relationship Management
16	16	3	Final exam
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TEXT BOOKS

Code*	Description
.....	trauss, J., El-Ansary, A., & Frost, R. (2006). <i>E-Marketing</i> (4th ed.). Upper Saddle River, NJ: Pearson Education Inc. ISBN 0-13-196902-1
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REFERENCE BOOKS

Code*	Description
.....NA.....
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TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
	1	2	NA
	2	2	Introduction on the course
	3	2	Read an academic article or case on the importance of the Internet on e-commerce. Submit a two-page analysis of the materials read
	4	2	Read an academic article or case on the importance of technology on e-commerce. Submit a two-page analysis of the materials read.
			Read an academic article or case on the legal issues that are involved when e-commerce is concerned. Submit a two-page analysis of the materials read.

5	2	<ul style="list-style-type: none"> Submit a detailed description of the Reflective/Term Paper you have chosen covering a topic in E-Marketing, including <u>the purpose of the study</u> and <u>the limitations of the study</u>. This can be done in two to three pages. Wait for the professor's comments.
6	2	Week 7 Revision
7	2	7 th week exam
8	2	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
9	2	Read an article or case on the marketing strategies used in e-commerce. Submit a two-page analysis of the materials read.
10	2	Submit your twelve-page Reflective Paper to the instructor. Wait for the professor's comments.
11	2	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
12	2	Discussion of term paper
13	2	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
14	2	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read. Discussion of Term Papers
15	2	Final exam

LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	Week	Hrs.	Code	
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COMPUTER USAGE

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GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis				
7	25	25								
12	25			25						
1-15	10				15					
16	40	35								

Prepared by :

Designation
Name
Sign
Date

Approved by :

Designation
Name
Sign
Date

READING MATERIAL	
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* TB : Text Book	RB: Reference Book	ST: Standards / Codes	LN:
	Lecture Notes		

SUPPLEMENTARY MATERIAL	
Code*	Description
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*PR: Periodical Audio Cassette	SW: Software	VT: Video Tape	OS: Overhead Slide	MD: Model	AC:
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EDUCATIONAL RESOURCES









