





College/: Management and Technology  
Department of : Marketing and International Business .

## SESSION PLAN

**Tutorial**

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COURSE PARTICULARS	
#: .....	Electronic Marketing

SESSION PARTICULARS		
#: .2.....	E-Marketing in Context: Strategic E-Marketing	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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Designation  
Name  
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**Approved by :**  
Designation  
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### COURSE PARTICULARS

#: .....	Title: Electronic Marketing
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### SESSION PARTICULARS

#: .4.....	E-Marketing Environment: Global Markets	Hrs: ...2.....
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
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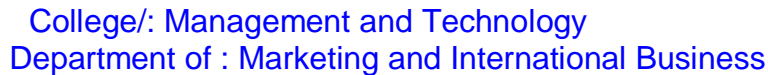
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#: .....	Title: Electronic Marketing
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#: .5.....	E-Marketing Environment: Ethical and Legal Issues	Hrs: ...2.....
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COURSE PARTICULARS	
#: .....	Title: Electronic Marketing

SESSION PARTICULARS		
#: .8.....	E-Marketing Strategy: Segmentation and Targeting Strategies	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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COURSE PARTICULARS	
#: .....	Title: Electronic Marketing

SESSION PARTICULARS		
#: 9.....	E-Marketing Strategy: Differentiation and Positioning Strategies	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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#### COURSE PARTICULARS

#: .....	Title: Electronic Marketing
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#### SESSION PARTICULARS

#:.10.....	E-Marketing Management: Product	Hrs: ...2.....
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#### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
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# Tutorial

## COURSE PARTICULARS

## SESSION PARTICULARS

## LEARNING OUTCOMES / ABILITIES GAINED\*

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## Designation

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# **SESSION PLAN** **Tutorial** (\* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: .....	Title: Electronic Marketing

SESSION PARTICULARS		
#: 12	Term Project	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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# **SESSION PLAN** **Tutorial** **(\* DELETE AS APPROPRIATE)**

COURSE PARTICULARS	
#: .....	Title: Electronic Marketing

SESSION PARTICULARS		
#: 13	E-Marketing Management: The Internet for Distribution	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
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COURSE PARTICULARS	
#: .....	Electronic Marketing

SESSION PARTICULARS		
#: 14	E-Marketing Management: E-Marketing Communication	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

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COURSE PARTICULARS	
#: .....	Title: Electronic Marketing

SESSION PARTICULARS		
#: 16	Title: Final Exam	Hrs: ...2.....

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