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COURSE PARTICULARS	
#: …… ……..	Electronic Marketing

SESSION PARTICULARS		
#: .1…….	E-Marketing in Context: Convergence	Hrs: …2……

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
…….	Introduction on the course
…. .	An over view of the course Giving students some information about the course, Dr grading system, and assignments
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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
1.	Read an academic article or case on the importance of the Internet on e-commerce. Submit a two-page analysis of the materials read
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COURSE PARTICULARS	
	Electronic Marketing

SESSION PARTICULARS		
#: .3…….	E-Marketing in Context: The E-Marketing Plan	Hrs: …2……..

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Read an academic article or case on the importance of technology on e-commerce. Submit a two-page analysis of the materials read.
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COURSE PARTICULARS	
#: …… ……..	Title: Electronic Marketing

SESSION PARTICULARS		
#: .4…….	E-Marketing Environment: Global Markets	Hrs: …2……..

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	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.
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COURSE PARTICULARS	
#: …..	Title: Electronic Marketing

SESSION PARTICULARS		
#: .5…….	E-Marketing Environment: Ethical and Legal Issues	Hrs: …2……

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	• Submit a detailed description of the Reflective/Term Paper you have chosen covering a topic in E-Marketing, including the purpose of the study and the limitations of the study. This can be done in two to three pages. Wait for the professor's comments.
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COURSE PARTICULARS	
#:	Title: ~~Internet~~ electronic Marketing

SESSION PARTICULARS		
#: .6…….	E-Marketing Strategy: Marketing Knowledge	Hrs: …2……

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Revision
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COURSE PARTICULARS	
#: ……..|……..	Title: Electronic~~Internet~~ Marketing

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SESSION PARTICULARS		
#:7……	E-Marketing Strategy: Consumer Behavior+ 7th week exam	Hrs: …2……

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	7th week exam
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COURSE PARTICULARS		
#: ……	……..	Title: Electronic~~Internet~~ Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
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COURSE PARTICULARS	
#: ……..|……..	Title: Electronic~~Internet~~ Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Read an article or case on the marketing strategies used in e-commerce. Submit a two-page analysis of the materials read. -
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#: ……|……..	Title: Electronic~~Internet~~ Marketing

SESSION PARTICULARS		
#:.10…….	E-Marketing Management: Product	Hrs: …2……..

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Submit your twelve-page Reflective Paper to the instructor. Wait for the professor's comments.
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COURSE PARTICULARS	
#:…… |……..	Title: Electronic~~Internet~~ Marketing

SESSION PARTICULARS		
#:11…….	E-Marketing Management: Price	Hrs: …2……

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
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COURSE PARTICULARS	
#: ……..|……..	Title: Electronic~~Internet~~ Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
	Discussion of term paper
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COURSE PARTICULARS	
#: ……|……	Title: ~~Internet~~ Electronic Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read.
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COURSE PARTICULARS	
#: ……|……..	Electronic~~Internet~~ Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Read an article or case on international e-commerce. Submit a two-page analysis of the materials read. Discussion of Term Papers …… …… …… …… …… …… …… …… ……

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COURSE PARTICULARS	
#:	Title: Electronic~~Internet~~ Marketing

SESSION PARTICULARS		
#:15.	E-Marketing Management: Customer Relationship Management	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Revision + final exam
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COURSE PARTICULARS	
#: …….	Title: Electronic~~Internet~~ Marketing

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

LEARNING OUTCOMES / ABILITIES GAINED*	
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