## COX 4135 E-MARKETING (3 CU)

**Course Description:**

This course addresses how electronic marketing is changing the dynamics of commerce, including how firms determine where and how to use the Internet for such things as customer relations management, retailing, branding, and business-to-business commerce. This course includes readings, lectures, and current news events in e-business, class discussion, industry guest speakers, workshops and group work. This course explores how information technology has affected traditional marketing in recent years by providing a practical, hands-on and up-to-date overview of key aspects of marketing online.

**Objectives or Aims:**

The course is designed to enhance a student’s understanding of e-commerce and its increasing magnitude in business operations today. Furthermore, this course will demonstrate the value in having a credible and positive online image as it pertains to career development. This course has a strong e-marketing focus; however, it will also encompass other key aspects of e-business.

**Learning Outcomes:**

Upon completion of this course, students will be able to complete the following key tasks:

* Demonstrate an understanding of the core concepts of electronic marketing for consumers, organizations and society
* Identify the implications of electronic marketing for different business sectors
* Identify barriers to the growth of e-business
* Develop a personal and organizational e-marketing plan
* Identify how marketers lever web sites, databases and personalization
* Compare online marketing media to traditional advertising media
* Describe the general characteristics of the online consumer
* Describe the role of the web as a transactional channel and for providing customer care
* Describe the various components of a web site
* Explain how rich media can be levered to enhance the online customer experience
* Explain how to choose and register domain names
* Use intelligent site search and search engine optimization
* Demonstrate an understanding of online advertising planning, leverage the online medium to conduct consumer research
* Describe the metrics used to track and evaluate web site usage
* Analyze and interpret open rates, click-through rates, conversions and return on investment
* Analyze competitive online marketing activities across different industries
* Describe privacy legislation, compliance initiatives, self-regulation practices

**Intellectual, practical and transferable skills**

* Problem solving skills
* Team work
* E-Communication Skills

**Teaching and Learning Patterns**

* Use of case studies
* class discussions
* straight lecture
* Group presentations
* Practicals

**Indicative Content**

Topics will include the e-marketing environment, online consumer behaviour and corresponding e-marketing strategies of segmenting, targeting, positioning and differentiation, e-marketing management, e-marketing models, performance measurement of e-business, online advertising and research, and a global perspective on e-marketing. We will study trends in e-business, analyze and evaluate important marketing issues facing organizations that wish to compete in today’s dynamic world of continuous technological innovation and fierce competition. Students will be given the opportunity to create a full e-marketing plan for organizations that want to enhance their online presence.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests. The student shall also undertake research and develop a research report as part of purposes of assessment.

**The syllabus must include the following definitive information**

Each course in the programme shall be assessed on the basis course work and final examination represented as follows:

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Reference Materials**

* 1. Dave Chaffey and Paul Smith, (2008). E*-Marketing Excellence: planning and optimizing your digital Marketing,* 3rd (ED).
  2. Sandeep Krishnamurthy, (2006). *Contemporary Research in E-Marketing: V2*.
  3. Matt Haig, (2001). *The E-Marketing Handbook*.