

Electronic Marketing

LUNA ALYAFI | MKT 403

CLASS 45245

Course Description

- ▶ Internet influences
- ▶ Importance of electronic media and technology.
- ▶ Importance of this course
- ▶ The course explores how technologies are creating value for customers as well as benefits for companies and their brands

- ▶ Location: **A 013**
- ▶ Lectures: **Monday (9-12),**
- ▶ Prerequisites: **MKT 201**
- ▶ Credit: **3 hs.**

Course Objectives

Course Objectives	Results/Outcome Expected	Teaching Strategies	Assessment Methods
Describe & understand the terminology, concepts & activities of electronic marketing	Describe key elements and developments in electronic marketing	Detailed explanation using lectures. Industry examples. Case studies.	Written test, case analysis
Identify the recent developments and their origins in electronic marketing practice	Identify key electronic marketing strategies of companies Effectively communicate the analysis and strategy	Encourage students for more readings, discuss, pose questions, debate and critique objectively.	Individual & Group assignments, Case analysis.

Course Objectives

Course Objectives	Results/Outcome Expected	Teaching Strategies	Assessment Methods
Prepare students to develop an integrated electronic marketing strategy	Apply conceptual knowledge and analytical skills to develop electronic marketing plan Work effectively in a group and contribute to decision making. Write quality business reports. Effectively communicate the analysis and strategy.	Class discussions based on lecture or cases Group assignment Case study	Discussion/Participation E-Marketing project plan and presentation

Required Materials

Readings

Project

Technology/Tools

Required Materials, Cont.

Readings

- Strauss, Judy & Frost, Raymond (2014). ***E-Marketing***. 7th ed. UK: Pearson Education Inc.
- Chaffey, D., Ellis-Chadwick, F., Mayer R., & Johnston K. (2009). ***'Internet Marketing- Strategy, Implementation and Practice'***. 4th ed. Prentice Hall.
- Additional Readings

Required Materials, Cont.

Project

- **Project Plan Report**
 - Group project
 - Develop electronic marketing plan for any business of choice
 - One report for each group
 - Submission date is noted in the schedule.
 - Late submission is acceptable, but with 2 marks deduction
 - No excuses will be accepted after the final date of submission.

Required Materials, Cont.

Project, Cont.

- **Project presentation**
 - A group activity, but each student will present her contribution in the research.
 - Contribution of each student will be judged
- **Project grading:**
 - Evidence of understanding and ability to apply course concepts
 - Quality of research (depth, breadth, appropriateness) and proper acknowledgement.
 - Quality of analysis and thoughtfulness of the conclusions and suggestions.
 - Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization.

Required Materials, Cont.

Technology/ Tools

- Students must know how to:
 - Use of computers,
 - Internet tools such as World Wide Web browsers, electronic mail, and search engines.

Course Policies

- ▶ Use proper salutation in your emails and communicate professionally.
- ▶ Check for **e-mail and announcements** weekly.
- ▶ **Deadlines** for assignments and quizzes and exams closing dates are strictly enforced. This is particularly critical with respect to the exams and submissions.
- ▶ Students are expected to **attend classes**.
- ▶ Students are expected to be **prepared for class**.
- ▶ Students are expected to do and **submit their own work**.

Course Policies, Cont.

- ▶ Students are expected to demonstrate **professionalism and integrity**.
- ▶ **For drops etc.** If you withdraw from the class, it is your responsibility to remove your name from the class rolls.
- ▶ **Important:** If you miss a quiz or an exam for any reason, **Make-up exams** are not permitted except in cases of verified emergencies or other special circumstances
- ▶ **Make-up exams** will be held on **week 16th (16th of December 2015)** covered **all the chapters** discussed in this semester.

Class Participation & Attendance

- ▶ Class participation is an **important** element of this course.
- ▶ Attendance **is not a** component of participation.

Additional Policies

- ▶ **Special Needs:** Student Affairs Unit
- ▶ **Academic Misconduct:** includes all acts of
 - ▶ dishonesty in any academic matter,
 - ▶ cheating,
 - ▶ Fabrication and misrepresentation.
 - ▶ Large scale “**cutting and pasting**” from other sources will result in a failing grade for the course.

Instructional Methods

- ▶ Lectures
- ▶ Demonstrations
- ▶ Class discussion
- ▶ Group / Individual case study
- ▶ Group project

Schedule

Week	Date	Chapter	Topic
Week 1	08/04 - 18/01	---	<i>Introduction and Orientation</i>
Week 2	15/04 – 25/01	1	<i>E-Marketing Past, Present, Future</i>
Week 3	22/04 – 01/02	2	<i>Strategic E-Marketing and Performance Metrics</i>
Week 4	29/04 – 08/02	3	<i>E-Marketing Plan</i>
Week 5	06/05 – 15/02	6	<i>E-Marketing Research</i>
Week 6	13/05 – 22/02	7 8	<i>Connected Consumers Online Segmentation, Targeting, Differentiation and Positioning Strategies</i>
Week 7	20/05 – 29/02	---	<i>1st Mid & Case Analysis</i>
Week 8	27/05 – 07/03	9	<i>Product: The Online Offer</i>
Week 9	05/06 – 14/03	---	<i>Mid Term Vacation</i>

Schedule

Week	Date	Chapter	Topic
Week 10	12/06 – 21/03	10	<i>Price: The Online Value & Case Analysis</i>
Week 11	19/06 – 28/03	11	<i>Placement: Internet for Distribution</i>
Week 12	26/06 – 04/04	12 13 14	<i>E-Marketing Communication: Owned Media</i> <i>E-Marketing Communication: Paid Media</i> <i>E-Marketing Communication: Earned Media</i>
Week 13	04/07 – 11/04	---	2nd Mid & Case Analysis
Week 14	11/07 – 18/04	15	<i>Customer Relationship Management, Case Analysis</i>
Week 15	18/07 – 25/04	---	<i>e-Marketing Plan & Social Media Presentations</i>
Week 16	25/07 – 02/05	---	<i>Feedback and Course Wrap-up</i>

Notes:

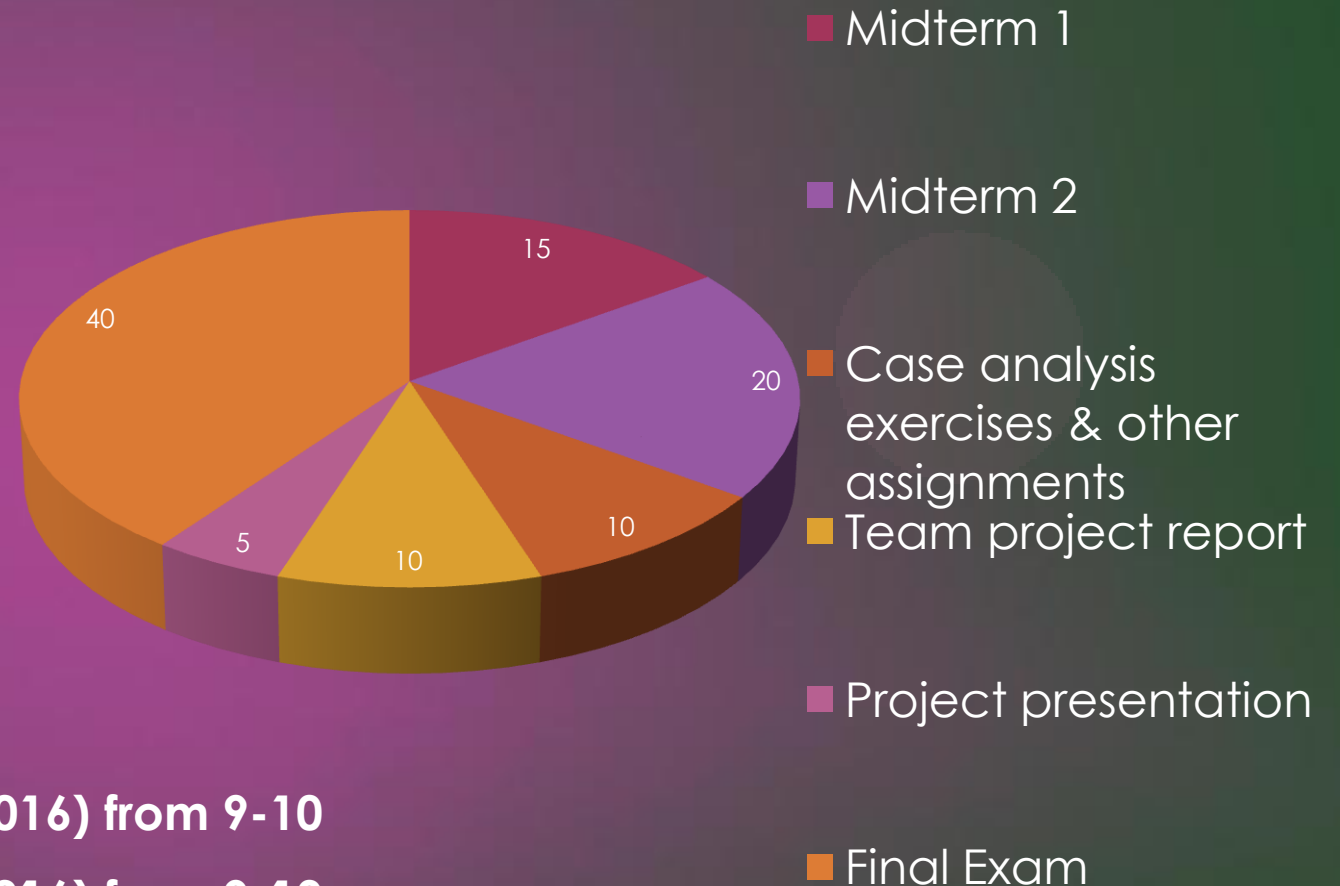
- 1. Ch. 4 & 5 will be discussed through Project and other readings**
- 2. Changes to the schedule (if any) will be communicated in advance.**
- 3. Project Report Submission will be on 11/07/1437 – 18/04/2016**
- 4. Other Case Studies & Assignments will be assigned later**
- 5. Some classes will include videos, articles, cases, puzzles... related to the chapter discussed.**

Assessment Criteria

- ▶ Midterms (1 & 2)
- ▶ Assignments
- ▶ Team project Report
- ▶ Project presentation
- ▶ Final Exam

- ▶ Note:

- **Mid 1 Mon. (20/05/1437 – 29/02/2016) from 9-10**
- **Mid 2 Mon. (04/07/1437 – 11/04/2016) from 9-10**



Resources

Web & Software Tools

Class email

Collaboration tools

Mobile/Other apps

Social Media

Twitter

Facebook

Other (WhatsApp...)

Others

Chaffey et al., (2009) *Internet Marketing-*



Extra Articles

Instructor Contact Information

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Department of Marketing,
Build. 3, CBA

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Phone
 8051957,
 0550501957

Office hours
Sunday: 9:00 - 11:00
Monday: 12:00 - 1:00

Lecture Hours
Monday (9-12)
Room A 040

Social Media
Twitter #CBAEMKT

Questions?

Expectations

For e-marketing course: in the first column, write what you already know about this topic. In the second column, write what you want to know about the topic.

After you have completed your research, write what you learned in the third column.

What I know	What I Want to Know	What I Learned

KWL chart, Donna Ogle (1986)

THANK YOU FOR YOUR ATTENTION