



King Saud University
College of Business Administration
Marketing Department



MKT 403- Electronic Marketing

Instructor: Soad A. Al-Meshal
Semester: 1 st 1436-1437
Site: http://fac.ksu.edu.sa/salmeshal
Office: Building 3/ Office No. 196
Office Hours: M:8-9 / T: 8-12 / W:8-9
Office Phone: 0118055035
E-Mail: salmeshal@ksu.edu.sa / Soad55@hotmail.com

Course Description

Internet influences every aspect of our life. The electronic media and technology enable organizations to acquire products, services, and materials from suppliers; market goods and services to customers; allow members of the organization to communicate with each other; and monitor the external environment.

This course provides an overview of the rapidly changing world of marketing, and builds on marketing principles to investigate specialist areas. The Internet and other technologies provide many opportunities for marketing applications. By addressing what is unique about electronic marketing, the course explores how these technologies are creating value for customers as well as benefits for companies and their brands.

Course Objectives

This course aims to do the following:

- Describe and understand the terminology, concepts, and activities of electronic marketing.
- Identify the recent developments and their origins in electronic marketing practice.
- Prepare students to develop an integrated electronic marketing strategy.

Prerequisite: MKT 201, MIS 201

Course Learning Outcomes

Upon completion of the course, students should be able to:

- Describe key elements and developments in electronic marketing.
- Identify key electronic marketing strategies of companies.
- 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 Policies

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
3. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
4. Actively participate in lectures and assignment as much of the learning will come from discussions during class.
5. Important class announcements may be communicated by e-mail. **You** are responsible for checking your e-mail account regularly.
6. Do not come late for class.
7. Switch off your cell phone during class.
8. Do not talk while fellow students are presenting or asking questions.
9. Respect everyone's opinion.
10. There are no provisions for make-up exams or extra credit.

Required Text

- Strauss, Judy & Frost, Raymond (2014). *E-Marketing*. 7th ed. UK: Pearson Education Inc.

Additional Readings

- Chaffey, D., Ellis-Chadwick, F., Mayer R., & Johnston K. (2009). *Internet Marketing-Strategy, Implementation and Practice*. 4th ed. Prentice Hall.

Final Exam

The final exam will be of 2 hour duration and maximum 40 marks. The questions will be subjective (essay) and objective (fill in the blanks, multiple choice, True/False), and include conceptual as well as applied issues.

The final exams for spring semester will start in the end of May, 2015. Exact date of exam for the course will be announced in advance.

Mid-Terms (1 and 2)

The mid-term test will be based on syllabus coverage, classroom discussions, assigned reference material and any other relevant theme decided during the announcement. To perform well, students need to be attentive in class, participate in discussions, follow the assigned material, and clarify doubts, if any. Midterms may consist of multiple choice, true/false, and essay questions which measure the ability to know and apply principles of good planning and staffing skills.

If a student misses any test, request for a makeup is considered if prior notification and valid reason for doing so is received and approval for re-scheduling taken from the Chairman/ Department Head.

Make-up exams are not permitted except in cases of verified emergencies or other special circumstances, and the burden of producing verification would be yours. In such cases, you must still notify me at the earliest possible opportunity, and submit evidence to document the special circumstances (do not wait to be asked to do so). **Make-up exams** will be held on **week 16th** covered **all the chapters** discussed in this semester.

Assignments

Objectives for Assignments

An underlying assumption of the Strategic Marketing course is that students learn best and retain more when they actively apply and work with the concepts presented in the course materials rather than simply read about them or hear the professor talk about the ideas. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. In general, each of the assignments will be graded according to the following criteria:

1. Evidence of understanding and ability to apply course concepts
2. Quality (depth, creativity, clarity) of analysis and expression.
3. Writing style, you will not receive extra credit for proper spelling, grammar, punctuation, etc., but will receive a poor evaluation of the assignment if these areas are found to be lacking.
4. The submission due dates.

Case Analysis

This is an individual / group task and includes analysis of case studies in the class. The date of some case analysis exercises will be announced as the semester progresses.

Project Report and Presentation

The project of this course focuses on e-marketing for exists organizations. Analysis of a (business) situation wherein is a significant source of competitive advantage. The assignment provides an excellent opportunity to apply course concepts for analysis and description of how an organization's plan. A written report (15- 20 pages) will be due on the last week of class before final exams.

1. You should describe the current management situation facing the organization you want to target. You should provide justification for why this organization. Be sure that you **sufficiently investigate competitors that exist**. Please include a SWOT analysis.
2. Description of major problems/ obvious crisis or decisions point that requires further analysis or discussion
3. A complete analysis of the problems with recommendations for implementation.
4. You should use appropriate marketing concepts to describe your plan and your proposed marketing strategy.
5. An executive summary that highlights the key aspects of your project should also be included. Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your project, your **consistency** in linking marketing strategy and tactic decisions, **the depth of knowledge** about marketing plan you

demonstrate based on your discussion of course concepts, **the level** of detail provided, the **quality of the writing**, and the **presentation**.

Class Participation

Individual class assignments will be assigned in the lectures according to the topics each week. Remember your contribution to the classroom discussion based on your knowledge, experiences and performance in this course. Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to "make up" missed in-class learning opportunities

Additional Policies

Special Needs: Any such student need to inform Student Affairs Unit for necessary arrangements. After initial provisions are made, kindly coordinate with me.

Academic Misconduct: "Academic Misconduct" by a student includes all acts of dishonesty in any academic matter, and is not limited to cheating, plagiarism, fabrication, or misrepresentation. This can be knowing or intentional help or attempt to help, or conspiracy to help, another student during the process of exams. The Academic Misconduct Code of CBA will be enforced if found guilty. Penalties include a failing grade in an assignment, exam, or course; or any other action decided by the Chairman/ Examination Unit.

Course Evaluation:

• Midterm 1	22/12/1436 - 7/10/2015	15%
• Midterm 2	5/2/1437 – 17/11/2015	20%
• Case analysis exercises & other assignments		10%
• Team project & presentations		15%
• Final Exam		40%
• Total		100%

Course Content:

In the E-marketing course there are essential topics that should be covered; these topics are listed in the table below

Week	Topics	Reading
1.	Introduction &Orientation	
2.	E-Marketing- Past, Present, Future	Ch. 1
3.	Strategic E-Marketing	Ch. 2
4.	E-Marketing Plan	Ch. 3
5.	Haj Brake	
6.	E Marketing Research	Ch. 6
7.	Connected Consumers Online	Ch. 7
8.	Segmentation, Targeting, Positioning	Ch. 8
9.	Product: The Online Offer	Ch. 9
10.	Price: The Online Value	Ch.10
11.	Placement: Internet for Distribution	Ch.11
12.	E-Marketing Communication: Owned Media	Ch. 12
13.	Promotion: Internet for Communication	Ch.14
14.	Customer Relationship Management Project Report Submission	Ch. 15
15.	Project Presentations	



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E-Marketing
MKT 403

Team Project
Marketing Plan

Project Name:_____

No	Students Names	Students Number

Instructor: Dr. Soad Almeshal

Date_____

Table of Contents

1. Executive Summary
2. Company Description
3. Strategic Focus and plan
 - Mission/Vision
 - Goals
 - Core Competency and Sustainable Competitive Advantage
4. Situation Analysis
 - SWOT Analysis
 - Internal Strengths and Weaknesses
 - Management
 - Offerings
 - Marketing
 - Personnel
 - Finance
 - Manufacturing
 - Research and Development (R & D)
 - External Opportunities and Threats
 - Consumer/Social
 - Competitive
 - Technological
 - Economic
 - Legal/Regulatory
 - Industry Analysis
 - Competitor Analysis
 - Company Analysis

Customer Analysis

5. Marketing Program (Social Media)
6. Financial Data and Projections
7. Organization
8. Implementation
9. Evaluation and Control
10. Appendixes

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Team Project Evaluation

Instructor Evaluation

Project	Avg. Rank	Time	Completion	Innovation	Teamwork	Total

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Team Project/ Peer evaluation

Project Name: _____

Instructor: _____

Team Leader: _____

Peer evaluation

Project	Rank

Good Luck