403 MKT

Project’s Guideline

Description:

The project is about creating an E-Marketing plan for an E-business project. First, You are going to either: 1- create a new idea (concept) for a project that is applied online to satisfy a need in the Saudi market, or 2- Choose an existing E-business project within the Saudi market. Second, you apply the E-marketing plan on the project you have chosen as follows:

1. Situation analysis
2. E-marketing strategic planning
3. Objectives
4. E-marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan

Note:

* Be creative.
* Cite any reference you may use.
* Prepare a report and a PowerPoint presentation.
* Conduct your project in English.

Good luck !