



E-Marketing and Its Applications (MKT 544)

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Course material available @ <http://lms.ksu.edu.sa/>

Course Introduction

E-Marketing and Its Applications

MKT 544

52548 and 42736

3

Monday from 0800 hrs- 1030 hrs

L2

N/A

Course Introduction

Dr. Muhammad Shakaib Akram

S139 (2nd Floor MIS Dept)

Monday 1100 hrs to 1300 hrs and by appointment

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Course Introduction

- Course Description

- This course takes on a comprehensive view of the world of Internet marketing in an understandable and accessible way.
- It explores key marketing concepts in the context of today's digital/ Internet environment.
- The course is designed to explore the relationship between Internet and traditional marketing, building on prior learners' knowledge of positioning, target markets, and direct response marketing.

Course Introduction

- Course Objectives

- On successful completion of this course, students will be able to:
 - Identify and apply e-marketing knowledge to business situations in local and global environment.
 - Identify and research e-marketing issues in business situations, analyse the issues, appropriate well-justified solutions, and develop and evaluate an effective e-marketing plan.
 - Effectively communicate e-marketing knowledge in oral and written contexts.
 - Critically review e-marketing decisions on the basis of social, environmental and cultural considerations.
 - Participate collaboratively in team-work and presentations.

Course Introduction

Week	Lecture Topic	Recommended Readings/Remarks
Week 1, 2	Introduction to course · Introduction to Digital Marketing	Chapter 1
Week 3, 4	Online marketplace analysis: micro-environment	Chapter 2
Week 4, 5	The Internet macro-environment	Chapter 3
Week 5	Digital Marketing Strategy	Chapter 4
Week 6	First Mid-Term Exam	March 02, 2015
Week 7, 8	The internet and Marketing Mix	Chapter 5
Week 9	Digital Customer Behavior · B2C digital marketing practice	Chapter 11
Week 10	Digital Customer Behavior · B2B digital marketing practice	Chapter 12
Week 11	Delivering the online customer experience	Chapter 8
Week 12	2nd Mid-Term Exam	April 13, 2015
Week 13	Marketing communications using digital media channels	Chapter 9
Week 14	Customer Relationship Marketing	Chapter 6
Week 15, 16	Project presentations	
Week 17	Final Exam: University Exam Period	

Course Introduction

Grading

Class Participation	10 %
Assignments/ Quizzes	15 %
Mid-Term 1 Exam	15 %
Mid-Term 2 Exam	20 %
Final Exam	40 %

Course Introduction

Class Participation	
Level of Participation	Mark
Attendance below minimum requirements	0
Attendance requirements met, submission of class activities, but no involvement in class activities	1 – 3
Attendance requirements met, submission of class activities, involvement in class activities, but no quality input to class discussions	4 – 6
Attendance requirements met, submission of class activities, involvement in class activities, and quality inputs to class discussions	7 – 9
Has satisfied all of the above and demonstrated excellence in participation and contribution that enhanced the quality of the learning experience	10

Course Introduction

- Recommended Book:

- Digital Marketing: Strategy, Implementation and Practice, Fifth Edition.
By Dave Chaffey and Fiona Ellis-Chadwick, ISBN-10: 0273746103 •
ISBN-13: 9780273746102, © 2012 • Pearson

- Supplementary Readings:

- E-marketing, International Edition, 7/E by Judy Strauss and Raymond Frost, ISBN-10: 1292000414, ISBN-13: 9781292000411, © 2014
• Pearson

- Electronic resources:

- <http://blog.davechaffey.com/>

- http://wps.pearsoned.co.uk/ema_uk_he_chaffey_digmark_5/

Course Introduction

- Course Outline is subject to changes as per requirements of the class.
- The instructor may add case studies/reading material during the course.
- Students are advised to regularly visit LMS for any update about the lecture.
- All the students are expected to actively participate in class discussions to earn his/her "class participation" (CP) grade. The instructor may call on students to answer questions and discuss class materials to encourage everyone to participate in the class discussions.