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**College of business administration**

**King saud university- al Muzahimiyah branch**

**Course Specification: E- Marketing (MKTG- 403)**

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| **Subject Coordinator:** Dr. Showkat Hussain | | | |
| **Instructor:** | Dr.Showkat Hussain | **Instructor title:** | Asstt. Professor |
| **Office:** | F 090 | **Phone:** | 1199 |
| **Teaching Hours:** | 45 | **Email:** | [*sgani@ksu.edu.sa*](mailto:sgani@ksu.edu.sa) |

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| **E - Marketing** | **Credit hrs** | **Week** |
| 1. **Introduction to E- Marketing:** What is Marketing and   E-Marketing: Tools of E- Marketing & Concept; Integrating E-marketing into business;Enhancing marketing by E- marketing plan; Marketing Process; **Internal Assessment** | **5** | **2** |
| 1. **Affiliate E- Marketing Program:**   Introduction and definition of Affiliate E- Marketing program; web page examples of Affiliate E- Marketing; Affiliate E- Marketing advantages & disadvantages; Difference between Affiliates & Advertising; Types of Affiliate; Affiliate agreement terms & Payments, Building & promotion , Code, Tracking screening, Graphics; **Internal Assessment** | **6** | **2** |
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| 1. **Search Engine Optimization**   Overview; Search Engines and Directories, Basics & Tips; Search Engine Urban Legends; Hidden Content Alternative; Keyword Search Terms; Doorway Pages; Search Engine Popularity; Directories; **Internal Assessment.** | **6** | **2** |
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| 1. **Email Campaigns**   Introduction and Overview ; Types of Email and difference; Building & Testing of Email; Responses of Email; Newsletters; E-Promotion; Newsgroups; Press Releases; **Internal Assessment** | **5** | **2** |
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| 1. **Banner Advertising/ Banner Exchange**   Definition and Overview; Banner Link exchanges; Difference between Banner Branding & Click-Throughs; Banner Terminology & Optimization; Impressions, Free & Grading exchanges; Using Banner Exchanges; Drawbacks; Reciprocal Links; **Internal Assessment** | **6** | **2** |
| 1. **Mobile Phone Marketing & Business Website**   What is M-Commerce? Mobile Technologies used for E-marketing; Social Commerce, Business website;e-Business Public Relations; Business to Business; ValueClick Features;  Media-Rich & wireless Advertising; **Internal Assessment.** | **6** | **2** |
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| 1. **Product: The Online Offer**   Introduction & overview; Marketing Mix & CRM Strategies & Tactics; Creating Customer Value Online; Product Benefits; Brand Equity & Relationship-social media, levels, decisions; Internet Domain Names; New-Product Strategies  for E-Marketing; **Internal Assessment.** | **6** | **2** |
| 1. **Customer Relationship Management (CRM)**   Definition & Overview; Pillars of relationship marketing; CRM & Social-CRM; Building Blocks for Successful CRM; Levels of Relationship Marketing; Automation; Rules for CRM Success; **Internal Assessment.** | **5** | **2** |
| **First Mid- Term Exam** | **20 marks** | |
| **Second Mid- Term Exam** | **20 marks** | |
| **Internal Assessment** | **20 marks** | |
| **Final Exam** | **40 marks** | |

**Distribution of Marks:**

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| **S. No.** | **Examinations** | **Marks** |
| 1. | Mid- Term Exam | 40 marks |
| 2. | Internal Assessment | 20 marks |
| 3. | Final Exam | 40 marks |
| 4. | **Total** | **100 marks** |