

MKT 403: Electronic Marketing

Instructor: Sarah Alsheelha

E-mail: salsheelha@ksu.edu.sa

Website: <http://fac.ksu.edu.sa/salsheelha>

Office : Room 8, 2nd Floor, Department of Marketing, Build. 3, CBA

Office Hours: S(10-11/ 12-1), T (9-11), R(10-11/ 12-1)

Lecture Hours: M (9-12), Build. 3, Room A34

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.

Specifically the course deals with issues such as:

- Introduction to electronic marketing and its technological foundations.
- Business implications of electronic marketing.
- Marketing, retailing, sales, and promotional implications.
- Associated social, legal, ethical implications of electronic marketing.

Prerequisite: MKT 201

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.

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.

Course 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.

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.

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.

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 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 work is a group task and includes development of electronic marketing plan for any business of choice. Each group has to submit one report, no later than the date and time noted in the schedule. **Late submission maybe acceptable, but will be subject to a 2 marks deduction** from the score received, irrespective of the quality of work. **No excuses will be accepted after the final date of submission.**

The project presentation is a group activity, but each student will present her contribution in the research. Each student will be judged on the basis of his contribution to the report and understanding of the entire work.

The project is intended to let the students focus on a particular aspect of electronic marketing. Students will use secondary data sources (library resources, relevant websites, etc.) and may conduct personal interviews with customers and key stakeholders of a retailer of their choice and write a **project report** where they present their findings. The project would require students to take initiative, think, and make decisions on their own. The instructor will only assist in decision-making and will not make the decision for the students.

Deadline: (9:00 am Monday 12/8/1438- 8/5/2017).

Course Evaluation:

• Midterm 1 on Monday 14/6/1438- 13/3/2017	15%
• Midterm 2 on Monday 27/7/1438- 24/4/2017	20%
• Case analysis exercises & other assignments	10%
• Team project & presentations	15%
• Final Exam	40%
• Total	100%

Assessment Guidelines

The final grades based on the total score out of 100 marks are

A+ = 95% and above	A = 90 to 94%
B+ = 85 to 89%	B = 80 to 84%
C+ = 75 to 79 %	C = 70 to 74%
D+ = 65 to 69%	D = 60 to 64%
F = 59% and below.	

Course Content:

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

Week	Topic and Assignment	Book Reading
Week 1	Introduction & Orientation	
Week 2	E-Marketing- Past, Present, Future	Chapter 1
Week 3	Strategic E-Marketing	Chapter 2
Week 4	E-Marketing Plan	Chapter 3
Week 5	E -Marketing Research	Chapter 6
Week 6	Connected Consumers Online	Chapter 7
Week 7	Segmentation, Targeting, Positioning	Chapter 8
Week 8	Product: The Online Offer	Chapter 9
Week 9	Second midterm vacation(NO CLASS)	

Week 10	Price: The Online Value	Chapter 10
Week 11	Placement: Internet for Distribution	Chapter 11
Week 12	E-Marketing Communication: Owned Media	Chapter 12
Week 13	E-Marketing Communication: Paid Media	Chapter 13
Week 14	Promotion: Internet for Communication	Chapter 14
Week 15	Customer Relationship Management	Chapter 15
Week 16	Project Presentations	