

**Faculty of Commerce & Business Administration**

**E-Marketing**

**Information :**

**Course Code :** MKT 306

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Marketing

**Instructor Information :**

<b>Title</b>	<b>Name</b>	<b>Office hours</b>
Associate Professor	SAHAR AHMED NAGATY ABDELHAMID	9

**Description :**

This course will examine the concepts, strategies and applications involved in e-marketing, understand the background, current state and future potential of e-marketing, explore ethical and legal aspects of e-marketing, discuss integrating e-marketing strategies into marketing programs, gain exposure to e-marketing tools and best practices through "hands-on" application, describe e-marketing strategies for segmenting, targeting and positioning, review the 4Ps (Product, Pricing, Promotion and Place) in the context of e-marketing, and understand the role of customer relationship management (CRM) in e-marketing.