
Faculty of Commerce & Business Administration

E-Marketing

Information :

Course Code : MKT 306

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Marketing

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.