

Faculty of Commerce & Business Administration

Electronic Marketing

Information :

Course Code : MKT 384

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Lecturer	Sahar Ahmed Nagaty AbdelHamed	3
Teaching Assistant	Sireen Mustafa Abdulhaleem Mohamed	
Teaching Assistant	Monica Emad Lotfy Faltaous	

Area Of Study :

The objective of this course is to introduce students to internet marketing concepts and tools. The course will also familiarize them with the current development in the area and point out opportunities and threats practice using some of the tools and illustrate their connection. The course is aimed on current marketing trends and examples of real campaigns. Theory of marketing will be shown through practical examples.

Basic principles of Internet marketing, Statistic data on internet usage, users and sources, User as a corner stone, Online advertising, How to work with website, Email marketing, Social networks marketing, Search engine marketing, User testing and other methods, Web traffic analysis.

Upon successful completion this course students will understand basic principles and rules of internet marketing, will know standard tools and methods. Students will understand basic media planning on internet, principles of marketing strategy planning, know the main marketing trends.

Description :

This course examines the nature and scope of electronic marketing approaches and develops student's skills in formulating and implementing e-marketing programs. It explores the future uses of direct marketing and provides students with a general understanding of the nature and scope of e-marketing and its role within the marketing concepts.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Develop an understanding of the E-Marketing concepts
2 -	Develop an understanding of the concept of the 'integrated and alternative E- Marketing strategies.
3 -	Develop an understanding of the implications of E-Marketing in customer relationships
4 -	Become familiar with the internationalization and localization issues of international E-Marketing.

c. Professional and Practical Skills: :

1 -	Teach the students how to work on the electronic side of the company, putting into consideration that nowadays, the offline stores aren't quite effective and there should be a mix between both the online existence and the offline stores.
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Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction: to electronic marketing	4	3	1
Difference between traditional marketing and online marketing	4	3	1
Relationship between traditional marketing and online marketing	4	3	1
3 C'S (company , customer and competition)	4	3	1
Information technology	4	3	1
1st midterm exam	2		
Definition of internet marketing	4	3	1
Forms of website	4	3	1
Five benefits of e-marketing	4	3	1
Strategic competitive position	4	3	1
2nd midterm exam	2		
E-Marketing Research	4	3	1
Consumer Behavior Online	4	3	1
Segmentation And Targeting Strategies	4	3	1
revision	4	3	1

Teaching And Learning Methodologies :

Text book
Related published works
Examples and case studies
Individual and group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
1st Mid-Exam	20.00	6	
2nd Mid-Exam	20.00	11	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	

Course Notes :

Brief Lecture Notes
PowerPoint Slides