



Course description:

This course explores the impact of the Internet, the World Wide Web, and emerging technological innovations on the marketing of goods and services. It examines consumer response to these innovations and factors that lead to the adoption of these new technologies. Students will examine electronic technologies and their impact on marketing strategy, consumer behavior, market segmentation, positioning, and communication strategies in particular. An emphasis is placed on the utilization of traditional marketing concepts within the emerging electronic environment. The changing technology environment means that marketers need to understand the way firms interact with the market, and how firms are taking advantage of new technologies to improve their marketing strategies.

Aims of the course:

1. Demonstrate knowledge of Internet, customer relationships and e-marketing concepts;
2. Analyze and interpret Internet user characteristics and consumer behavior for managerial decision-making;
3. Incorporate a framework of e-marketing programs as part of an overall integrated marketing program; and
4. Apply e-marketing practices with a balance between technology utilization and public policy compliance.

Intended Learning Outcomes: (ILOs)

Upon completing this course the student should:

1. Understand the E-Marketing context: e-business models, performance metrics, and role of strategic planning.
2. Describe several technological, legal and ethical issues regarding internet use
3. Describe marketing strategies of segmenting, targeting, positioning, and differentiation.
4. Describe the consumer exchange process online and its outcomes.
5. Know how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's E-Marketing strategy.
6. Evaluate several customer relationship management (CRM) strategies using internet technology.

Course structures:

Week	Credit Hours	ILOs	Topics	Teaching Procedure	Assessment methods
1st 2nd	3	Have a general idea about e-business and e-marketing Understanding the importance of e-marketing	Introduction to electronic business and e-marketing	Lecturing with active participations	Diagnostic tests to identify the student's level and areas of weakness Formal (stage) evaluation Class Participation 1st Exam 2nd Exam Activity file
2nd week	3	Take an idea about selling on the web	Strategic Electronic Marketing and Performance Metrics		
3st week	3	build an e-marketing plan	The Electronic marketing plan		
4st week	3	Understand the idea of global e-marketing and study some experiments	Global E-marketing		
5st week	3	Understand how to segmentation and target strategies	Segmentation and Targeting Strategies		
6st week	3	Understand how to differentiate and using positions strategies	Differentiation and Positioning Strategies		
7st week	3	Recognize & understand ways of pricing	Price: The Online Value		
8st week	3	Home works and exams			

References:

A. Main Textbook:

E-Marketing, 6th Edition, Judy Strauss

B. Optional Textbook(s):

E-Marketing, The essential guide to digital marketing, 4th Edition, By Rob Stokes



Assessment Methods:

Methods	Grade	Date
1 st Exam	20	
2 st Exam	20	
final Exam	50	
Activity file	10	-