

E-MARKETING

Subject Code	: 14MBA MM409	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To understand the important concepts related to e-marketing
2. To learn the use of different electronic media for constructing marketing activities.
3. To introduce to the students the current tools in e-marketing space

Module 1: (8 Hours)

Introduction to E-Marketing: Landscape – Past – Today – Future – Internet Marketing Paradigm – Internet Infrastructure Stack

Business Models & Strategies: Strategic Planning – Strategy to Electronic Planning – Strategic Drivers of the Internet Economy – Business Models to E-Business Models – E-Business Models – Performance Metrics – The Balanced Scorecard

Module 2: (8 Hours)

E-Marketing Plan: Overview of the E-Marketing Planning Process – Creating an E-Marketing Plan – A Seven-Step E-Marketing Plan

Module 3: (8 Hours)

The E-Marketing Environment: Overview of Global E-Marketing Issues – Country and Market Opportunity Analysis – Technological Readiness Influences Marketing – Wireless Internet Access – The Digital Divide

Ethical and Legal Issues – Privacy – Digital Property – Online Expression – Cyber Security – Cyber Crime

Module 4: (8 Hours)

E-Marketing Research: Data Drive Strategy – Marketing Knowledge Management – Monitoring Social Media – Technology-Enabled Approaches – Real-Space Approaches – Marketing Databases and Data Warehouses – Data Analysis and Distribution – Knowledge Management Metrics - Consumer Behaviour Online – Segmentation – Targeting – Differentiation – Positioning Strategies

Module 5: (8 Hours)

E-Marketing Management: Product – Products on Internet – Creating Customer Value Online – Product Benefits – E-Marketing Enhanced Product Development – Price – Change in Pricing Strategies – Buyer and Seller Perspectives – Payment Options – Pricing Strategies – Distribution – Online Channel Intermediaries – Distribution Channel Length and Functions – Channel Management and Power – Distribution Channel Metrics – Promotion – Integrated Marketing Communication (IMC) – Internet Advertising – Marketing Public Relations – Sales Promotion Offers – Direct Marketing – Personal Selling – IMC Metrics

Module 6: (8 Hours)

Customer Acquisition and Retention: Profile of Consumers – Browsing Behaviour Model – Elements of Social Media – Social Media Strategies – Social Media Performance Metrics – Building Customer Relationships – Relationship Marketing – Stakeholders – Three Pillars of Relationship Marketing – Customer Relationship Management (CRM) – CRM Building Blocks – Ten rules for CRM Success

Module 7:

(8 Hours)

Evaluating Performance and Opportunities: Measuring and evaluating web marketing programs – Social and Regulatory Issues – Privacy – Security – Intellectual Property – Mobile Marketing – Media Coverage

Emerging Issues: Online Governance and ICANN – Jurisdiction – Fraud – Consumer Loyalty of Website-Services – The Quadratic Effect of Flow – Role of Technology Readiness in Developing Trust and Loyalty for E-Services in Developing Countries

Practical Component:

1. Students can form a team and identify Internet Properties & its Marketing Implications
2. Students can choose a Website for analysis based on its content, design, usability, attractiveness and other website properties
3. Students can conduct a survey on Consumer who use internet marketing to identify the pros and cons of e-marketing.
4. Students can do a project on branding strategies using internet marketing.
5. Students can write a report on Google advertising strategies
6. Students can discuss about traditional offline business in the online world.

RECOMMENDED BOOKS:

1. E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 7th Edition, 2013
2. Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, Cengage Publishing, 3rd edition, 2013
3. Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis-Chadwick F., Pearson, 5th Edition, 2012
4. E Marketing – the essential guide to online marketing, Rob Stokes, Flat world knowledge, 2010
5. E-marketing in Developed and Developing Countries: Emerging Practices, Hatem El-Gohary and Riyadh Eid, IGI Global, 2013

REFERENCE BOOKS:

1. The Essential Guide to Online Marketing, Rob Stokes, Quirk, ISBN: 9781936126323
2. The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, 2nd Edition, Jan 2010
3. E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
4. Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, Jaico Publishing House, 2011
5. Online Display Advertising: Targeting and Obtrusiveness, Marketing Science, Goldfarb and Tucker, May-June 2011.