



# **Course Syllabus**

## **E-Marketing**

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**Agosto – Diciembre 2015**

**IX Semester**

**Professor**

**Rober Aphan**

## **I. General course information**

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Course	: E-Marketing	Code	: 00454
Requisites	: Marketing de Servicios, Comunicaciones de Marketing	Semester	: 2015 - 2
Credits	: 3	Level	: IX

## **II. Summary**

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This course intends to develop the communication competences that are needed to take advantage of the information technology as strategic tool.

It encloses enterprise communication and promotion processes thru the Internet, developing specific strategies according with the customer profile. It presents theories, points of view and applied methodologies. It analyzes internet marketing, online market research, email marketing, ebusiness, viral marketing. Search engine optimisation, search engine marketing. B2B, B2C.

## **III. Course objective**

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This course provides a thorough understanding of the principles and practices associated with using the internet to market goods and services. It explores how the internet can be used effectively to enhance marketing activities of corporate enterprises, non-profits and government agencies. Students taking this class will have the ability to analyze websites and understand the complexities of marketing on the Internet. While working in teams, they will be able to prepare an effective e-Marketing Plan and deliver a quality presentation using leading edge web-based tools.

## **IV. Learning Outcomes**

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By completing this course students will:

- Comprehend the importance of e-marketing and the role of e-marketing plans as a component of corporate level plans
- Understand the use of e-marketing tactics and their contribution to the Marketing strategy
- Understand and manage all aspects of campaigns on e-marketing tactics, as solutions for marketing challenges.
- Use best practices for reviewing and improving campaign performance on each of the tactics.
- Apply leading edge e-marketing tools available today for effective campaign execution and optimization

## **V. Methodology**

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Course methodology encourages student active participation and use of diverse methods and techniques. The teacher acts as learning facilitator, combining class expositions, lecture analysis and discussions, case study and discussions, online research, desktop exercises and teamwork.

Along the course there are two exams and a project competition, and in each class there is a reading test and an in-class assignment.

A mandatory text book is used, and it will be combined with complementary lectures.

## VI. Evaluation

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The evaluation system is permanent and comprehensive, and is intended to promote student learning. Class attendance and participation, reading tests, class exercises and online competition are evaluated. There are also two exams.

The final average is obtained averaging the permanent evaluation (40%), the midterm exam (30%) and the final exam (30%).

$$FA = 40\% \times PEP + 30\% \times ME + 30\% \times FE$$

**FA:** Final Average

**PEP:** Permanent Evaluation Ponderate

**ME:** Midterm examination grade

**FE:** Final examination grade.

The PEP is obtained as follows:

PERMANENT EVALUATION PONDERATE (PEP) 40%		
Evaluation Type	Description	Ponderate %
Test / Exercise	12 Reading Tests & Class Exercises	30
Teamwork	Project Competition	30
Teamwork	Final Presentation	20
Other Activities	Class participation and attendance	20

Reading tests will be applied at the beginning of each class covering the lecture programmed for the class. The grade for the session will be calculated as follows:

Reading Test Score (RT)	Session Grade
$0 \leq RT < 10,5$	Class Exercise * 75%
$10,5 \leq RT < 15$	Class Exercise * 90%
$15 \leq RT \leq 20$	Class Exercise * 100%

During the semester, the students will form six (06) teams that will select an organisation and compete between them to get the maximum online exposure for their organisations. The grades for the team members will be up to:

Team Ranking	Team Grade
1 <sup>st</sup>	20
2 <sup>nd</sup>	18
3 <sup>rd</sup> & 4 <sup>th</sup>	16
5 <sup>th</sup> & 6 <sup>th</sup>	14

WEEK	CONTENT	ACTIVITIES / EVALUATION
1° August 24 <sup>th</sup> to August 29 <sup>th</sup>	<b>UNDERSTANDING THE INTERNET</b> 1.1 History of the Internet 1.2 How the Internet works 1.3 How people access the Internet 1.4 Internet Statistics and trends <b>DIGITAL MARKETING STRATEGY</b> 2.1 Key definitions 2.2 Building blocks of marketing strategy 2.3 Crafting a digital marketing strategy 2.4 Case Study: Nike  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch.20, 2. pp 543-551,15-36</i>	Group Project: Team selection
2° August 31 <sup>th</sup> to September 5 <sup>th</sup>	<b>ONLINE MARKETING RESEARCH</b> 3.1 Key definitions 3.2 Research Methodology 3.3 Online Marketing Research Tools  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 3. pp 39-68</i>	Exercise 1: Market Research
3° September 7 <sup>th</sup> to September 12 <sup>th</sup>	<b>WEBSITE DESIGN AND DEVELOPMENT</b> 4.1 Key definitions 4.2 How it works 4.3 User experience design 4.4 Website Solution Methodology  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 5-6. pp 93-164</i>	Exercise 2: Building a Website
4° September 14 <sup>th</sup> to September 19 <sup>th</sup>	<b>WEB ANALYTICS / CONVERSION OPTIMISATION</b> 5.1 Key definitions 5.2 How it works 5.3 Google Analytics 5.4 Management Report 5.5. Conversion Optimisation  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 18-19. pp -497-542</i>	Exercise 3: Goals setup
5° September 21 <sup>th</sup> to September 26 <sup>th</sup>	<b>SEARCH ENGINE OPTIMISATION</b> 6.1 Key definitions 6.2 How it works 6.3 SEO Tools  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 9. pp 229-259</i>	Exercise 4: Optimise a page
6° September 28 <sup>th</sup> to October 2 <sup>nd</sup>	<b>PAY PER CLICK ADVERTISING</b> 7.1 Key definitions 7.2 How it works 7.3 Google Adwords  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 10. pp 263-292</i>	Exercise 5: Create a PPC campaign
7° October 5 <sup>th</sup> to October 10 <sup>th</sup>	<b>ONLINE ADVERTISING</b> 8.1 Key definitions 8.2 How it works 8.3 Planning and execution  <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 11. pp 293-319</i>	Exercise 6: Online Ads
8° October 12 <sup>th</sup> to October 17 <sup>th</sup>	<b>MIDTERM EXAM</b>	

WEEK	CONTENT	ACTIVITIES / EVALUATION
9° October 19 <sup>th</sup> to October 24 <sup>th</sup>	<b>AFFILIATE MARKETING</b> 9.1 Key definitions 9.2 How it works 9.3 Advantages and challenges <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 12. pp 321-341</i>	Exercise 7: Affiliate Mktg. Campaign Setup
10° October 26 <sup>th</sup> to October 31 <sup>st</sup>	<b>VIDEO MARKETING</b> 10.1 Key definitions 10.2 How it works 10.3 Case Study: Woolworths <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 13. pp 343-364</i>	Exercise 8: Create a video campaign
11° November 2 <sup>nd</sup> to November 7 <sup>th</sup>	<b>SOCIAL MEDIA MARKETING</b> 11.1 Key definitions 11.2 How it works 11.3 Social Media Channels 11.4 Strategy & Planning 11.5 Case Study: Col'Cacchio <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 14-15. pp 365-430</i>	Exercise 9: Social Media Campaign
12° November 9 <sup>th</sup> to November 14 <sup>th</sup>	<b>EMAIL MARKETING</b> 12.1 Key definitions 12.2 How it works 12.3 Email planning & design 12.4 Email regulation 12.5 Case Study: Zando <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 16. pp 431-460</i>	Exercise 10: Email Marketing Campaign
13° November 16 <sup>th</sup> to November 21 <sup>th</sup>	<b>MOBILE MARKETING</b> 13.1 Key definitions 13.2 How it works 13.3 Why mobile development 13.4 Mobile optimization <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch 17. pp 461-492</i>	Exercise 11: Creating a Mobile App
14° November 23 <sup>th</sup> to November 28 <sup>th</sup>	<b>CUSTOMER RELATIONSHIP MANAGEMENT</b> 14.1 Key definitions 14.2 Why eCRM 14.3 Using CRM 14.4 Case Study: Fuji Xerox <hr/> <i>Stokes. Emarketing, 5<sup>th</sup> ed. Ch. 8. pp 201-228</i>	Exercise 12: Using a eCRM system
15° November 30 <sup>th</sup> to December 5 <sup>th</sup>	FINAL PRESENTATIONS	
16° December 7 <sup>th</sup> to December 12 <sup>th</sup>	<b>FINAL EXAM</b>	

## VIII. Bibliography

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### Textbook

STOKES, R. (2014). *eMarketing. The essential guide to marketing in a digital world* (5th. ed.). Retrieved from <http://www.redandyellow.co.za/product/textbook-digital/>

### Additional Bibliography

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2. KRUG, S. (2014). *Don't make me think, Revisited (3<sup>rd</sup> ed.)*. New Riders Press  
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3. HUNT, B. (2011). *Convert! Designing websites to increase traffic and conversion (1<sup>st</sup> ed.)*. Wiley Publishing.  
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5. KERPEN, D. (2011). *Likeable Social Media (1<sup>st</sup> ed.)*. McGraw-Hill  
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6. RYAN, D. & JONES, C. (2012). *Understanding Digital Marketing (2<sup>nd</sup> ed.)*. Kogan Page Publishers.  
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## IX. Professor

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