Course Syllabus
E-Marketing

August – December 2018

IX Semester

Professor

Rober Aphang

II. Course general information

Course   : E-Marketing   Code :   00454
Requisites   : Marketing de Servicios,   Semester : 2018 - II
                Comunicaciones de Marketing
Credits   : 3   Level :   IX

III. Summary

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.

IV. Course Objective

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.

V. Learning Outcomes

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

VI. Methodology

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.

VII. Evaluation

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 %
Quiz / Exercise	12 Quizzes & Class Exercises	30
Teamwork	Project Competition	30
Teamwork	Final Presentation	20
Other Activities	Class participation and attendance	20

Quizzes will be applied during each class covering the subjects programmed for the class. The grade for the session will be calculated as follows:

Quiz Score (Q)	Session Grade
0 <= Q < 10,5	Class Exercise * 75%
10,5 <= Q < 15	Class Exercise * 90%
15 <= Q <= 20	Class Exercise * 100%

During the semester, the students will form teams that will select an organization and compete between them to get the maximum online exposure for their organizations.

VIII. Program Content

WEEK	CONTENT	ACTIVITIES / EVALUATION
1° August 20th to August 25th	UNDERSTANDING THE INTERNET 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 *Stokes. Emarketing, 6th ed. Ch.22. pp 575-583*	Group Project: Team selection
2° August 27nd to September 1st	DIGITAL MARKETING STRATEGY 2.1 Key definitions 2.2 Building blocks of marketing strategy 2.3 Crafting a digital marketing strategy 2.4 Case Study: Vets Now *Stokes. Emarketing, 6th ed. Ch. 2. pp 3-21*	Exercise 1: Digital Marketing Strategy
3° September 3rd to September 8th	WEBSITE DESIGN AND DEVELOPMENT 3.1 Key definitions 3.2 How it works 3.3 User experience design 3.4 Website Development *Stokes. Emarketing, 6th ed. Ch. 5-6. pp 87-149*	Exercise 2: Building a Website
4° September 10th to September 15th	WEB ANALYTICS / CONVERSION OPTIMISATION 4.1 Key definitions 4.2 How it works 4.3 Google Analytics 4.4 Management Report 4.5.Conversion Optimisation *Stokes. Emarketing, 6th ed. Ch. 20-21. pp 527-572*	Exercise 3: Conversion Funnel / Goals setup
5° September 17th to September 22nd	MOBILE MARKETING 5.1 Key definitions 5.2 Core principles 5.3 Mobile channels 5.4 Mobile apps *Stokes. Emarketing, 6th ed. Ch. 7. pp -151-177*	Exercise 4: Creating a Mobile App
6° September 24th to September 29th	SEARCH ENGINE OPTIMISATION 6.1 Key definitions 6.2 How it works 6.3 SEO Tools 6.4 Case Study: Lloyds Pharmacy *Stokes. Emarketing, 6th ed. Ch. 8-9. pp 179-229*	Exercise 5: Optimise a page
7° October 1st to October 6th	PAY PER CLICK & ONLINE ADVERTISING 7.1 Key definitions 7.2 How it works 7.3 Google Adwords 7.4 Online Advertising *Stokes. Emarketing, 6th ed. Ch. 11-12. pp 263-309*	Exercise 6: Create a PPC campaign
8° October 8th to October 13th	**MIDTERM EXAM**	

WEEK	CONTENT	ACTIVITIES / EVALUATION
9° October 15th to October 20th	ECOMMERCE 9.1 Key definitions 9.2 How it works 9.3 Types of ECommerce 9.4 Case Study: Pixie Faire *Stokes. Emarketing, 6th ed. Ch. 10. pp 231-258*	Exercise 7: Building an eCommerce site
10° October 22nd to October 27th	SOCIAL MEDIA PLATFORMS 10.1 Key definitions 10.2 Main platforms 10.3 Social Media Analytics 10.4 Case Study: Harley Davidson *Stokes. Emarketing, 6th ed. Ch. 16. pp 399-441*	Exercise 8: Creating Social Media Profiles
11° October 29th to November 3rd	SOCIAL MEDIA MARKETING 11.1 Key definitions 11.2 Social Media Strategy 11.3 Community Management 11.4 Crisis Management *Stokes. Emarketing, 6th ed. Ch. 17. pp 443-467*	Exercise 9: Social Media Campaign
12° November 5th to November 10th	EMAIL MARKETING 12.1 Key definitions 12.2 How it works 12.3 Email planning & design 12.4 Email regulation *Stokes. Emarketing, 6th ed. Ch. 18. pp 469-498*	Exercise 10: Email Marketing Campaign
13° November 12th to November 17th	VIDEO MARKETING 13.1 Key definitions 13.2 How it works 13.3 Video Production Process 13.4 Video Optimisation *Stokes. Emarketing, 6th ed. Ch 19. pp 499-522*	Exercise 11: Create a video campaign
14° November 19th to November 24th	CUSTOMER RELATIONSHIP MANAGEMENT 14.1 Key definitions 14.2 CRM Models 14.3 CRM and data 14.4 CRM Implementation *Stokes. Emarketing, 6th ed. Ch. 14. pp 351-379*	Exercise 12: Using a eCRM system
15° November 26th to December 1st	FINAL PRESENTATIONS	
16° December 3rd to December 8th	**FINAL EXAM**	

VIII. Bibliography

Textbook
STOKES, R. (2018). *eMarketing. The essential guide to marketing in a digital world (6th. ed.).* The Red & Yellow Creative School of Business.

Additional Bibliography

1. KAUSHIK, A. (2010). *Web Analytics 2.0 (1st ed.).* Wyley Publishing, Inc.
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2. KRUG, S. (2014). *Don't make me think, Revisited (3nd ed.).* New Riders Press
    TK 5105.888 K78 2014

3. HUNT, B. (2011). *Convert! Designing websites to increase traffic and conversion (1st ed.).* Wiley Publishing.
    TK 5105.888 H85

4. BAILEY, M (2011). *Internet Marketing: An Hour a Day (1st ed.).* Wiley Publishing.
    HF 5415.1265 B29

5. KERPEN, D. (2011). *Likeable Social Media (1st ed.).* McGraw-Hill
    HF 5415.1265 K47

6. RYAN, D. & JONES, C. (2012). *Understanding Digital Marketing (2nd ed.).* Kogan Page Publishers.
    HF 5415.1265 R93 2012

7. LARSSON, T. (2016). *Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business (1st ed.).* CreateSpace Independent Publishing Platform.

IX.   Professor

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