Course Syllabus
E-Marketing

March - July 2019

IX Semester

Aphang Lam, Rober

I. Course general information

Course name:	E-Marketing		
Requisite:	Comunicaciones de Marketing	Code:	00454
Precedent:	No tiene	Semester:	2019-1
Credits:	3	Level:	IX
Weekly hours:	3	Training Type:	In-class
Type of course Careers)	Curso Obligatorio Administración y Marketing	Course coordinator:	Yolanda Valle V. yvalle@esan.edu.pe

II. 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.

III. 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.

IV. Learning Outcomes

By completing this course students will:
- Understand the changes that the Internet has brought to the world, its importance, and the trends of Internet Marketing
- Comprehend the role of e-marketing plans as a component of corporate level plans and learn how to build a digital marketing strategy.
- Understand the principles of User Experience Design for websites and build a website using a web-based tool.
- Use web analytics to understand and enhance website performance.
- Understand the impact of Mobile Marketing and implement basic applications
- Learn the basics on how to gain visibility in Search Engines
- Understand the principles of ads campaigns in search engines and design an advertising campaign in Google

- Learn the complexities of e-commerce implementation and build an e-commerce site

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- Review the most common social media platforms and its usage
- Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.
- Learn the principles for Permision based marketing campaigns and implement an email marketing campaign.
- Understand the importance of Video Marketing in the overall marketing strategy, design and implement a video marketing campaign.

V. 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.

VI. Evaluation

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

The final average is obtained averaging the permanent evaluation (50%), the midterm exam (25%) and the final exam (25%).

$$\text{FA} = 50\% \times \text{PEP} + 25\% \times \text{ME} + 25\% \times \text{FE}$$

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) 50%		
Evaluation Type	Description	Ponderate %
Quiz	Ten (10) Quizzes	10
Exercises	Ten (10) Class Exercises	30
Project	Project Competition [*]	30
Project	Project Presentation	20
Other Activities	Class participation and attendance	10

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

VII. Program Content

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT 1: UNDERSTANDING THE INTERNET **LEARNING OUTCOME:** Understand the changes that the Internet has brought to the world, its importance, and the trends of Internet Marketing		
1° **March 21st** **to** **March 30th**	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 **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch.22. pp 575-583	Course Presentation & Methodology
LEARNING UNIT 2: DIGITAL MARKETING STRATEGY **LEARNING OUTCOME:** Understand the role of e-marketing plans as a component of corporate level plans and learn how to build a digital marketing strategy.		
2° **April 1st** **to** **April 6th**	2.1 Key definitions 2.2 Building blocks of marketing strategy 2.3 Crafting a digital marketing strategy **Mandatory reading** Stokes. *Emarketing*, 6th ed. Ch. 1. pp 3-21	**Case Study**: Vets Now **Group Project** Guideline & Group selection
LEARNING UNIT 3: WEBSITE DESIGN AND DEVELOPMENT **LEARNING OUTCOME:** Understand the principles of User Experience Design for websites and build a website using a web-based tool.		
3° **April 8th** **to** **April 13th**	3.1 Key definitions 3.2 How it works 3.3 User experience design 3.4 Website Development **Mandatory reading** Stokes. *Emarketing*, 6th ed. Ch. 5-6. pp 87-149	**Quiz 1** Stokes.Emarketing. 6th ed. Ch. 5-6. pp 87-149 **Exercise 1:** Building a Website
LEARNING UNIT 4: WEB ANALYTICS / CONVERSION OPTIMISATION **LEARNING OUTCOME:** Use web analytics to understand and enhance website performance		
4° **April 15th** **to** **April 20th**	4.1 Key definitions 4.2 How it works 4.3 Google Analytics 4.4 Management Report 4.5.Conversion Optimisation **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 20-21. pp 527-572	**Quiz 2** Stokes.Emarketing, 6th ed. Ch. 20-21. pp 527-572 **Exercise 2:** Conversion Funnel / Goals setup

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT 5: MOBILE MARKETING **LEARNING OUTCOME:** Understand the impact of Mobile Marketing and implement basic applications		
5° **April 22nd** **to** **April 27th**	5.1 Key definitions 5.2 Core principles 5.3 Mobile channels 5.4 Mobile apps	**Quiz 3** Stokes.Emarketing, 6th ed. Ch. 7. pp -151-177
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 7. pp -151-177	**Exercise 3**: Creating a Mobile App
LEARNING UNIT 6: SEARCH ENGINE OPTIMISATION **LEARNING OUTCOME:** Learn the basics on how to gain visibility in Search Engines		
6° **April 29th** **to** **May 4th**	6.1 Key definitions 6.2 How it works 6.3 SEO Tools	**Quiz 4** Stokes. Emarketing, 6th ed. Ch. 8-9. pp 179-229
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 8-9. pp 179-229	**Exercise 4**: Optimise a page
LEARNING UNIT 7: PAY PER CLICK & ONLINE ADVERTISING **LEARNING OUTCOME:** Understand the principles of ads campaigns in search engines and design an advertising campaign in Google.		
7° **May 6th** **to** **May 11th**	7.1 Key definitions 7.2 How it works 7.3 Google Adwords 7.4 Online Advertising	**Quiz 5** Stokes. Emarketing, 6th ed. Ch. 11-12. pp 263-309
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 11-12. pp 263-309	**Exercise 5**: Create a PPC campaign
8° **May 13th to** **May 18th**	**MIDTERM EXAM**	
LEARNING UNIT 8: ECOMMERCE **LEARNING OUTCOME:** Learn the complexities of e-commerce implementation and build an e-commerce site		
9° **May 20th** **to** **May 26th**	8.1 Key definitions 8.2 How it works 8.3 Types of ECommerce 8.4 Case Study: Pixie Faire	**Quiz 6** Stokes. Emarketing, 6th ed. Ch. 10. pp 231-258
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 10. pp 231-258	**Exercise 6:** Building an eCommerce site

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT 9: SOCIAL MEDIA PLATFORMS **LEARNING OUTCOME:** Review the most common social media platforms and its usage.		
10° **May 28th** **to** **June 1st**	9.1 Key definitions 9.2 Main platforms 9.3 Social Media Analytics 9.4 Case Study: Harley Davidson	**Quiz 7** Stokes. Emarketing, 6th ed. Ch. 16. pp 399-441
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 16. pp 399-441	**Exercise 7:** Creating Social Media Profiles
LEARNING UNIT 10: SOCIAL MEDIA MARKETING **LEARNING OUTCOME:** Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.		
11° **June 3rd** **to** **June 8th**	10.1 Key definitions 10.2 Social Media Strategy 10.3 Community Management 10.4 Crisis Management	**Quiz 8** Stokes. Emarketing, 6th ed. Ch. 17. pp 443-467
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 17. pp 443-467	**Exercise 8:** Social Media Campaign
LEARNING UNIT 11: EMAIL MARKETING **LEARNING OUTCOME:** Learn the principles for Permision based marketing campaigns and implement an email marketing campaign.		
12° **June 10th** **to** **June 15th**	11.1 Key definitions 11.2 How it works 11.3 Email planning & design 11.4 Email regulation	**Quiz 9** Stokes. Emarketing, 6th ed. Ch. 18. pp 469-498
	Mandatory reading Stokes. *Emarketing*, 6th ed. Ch. 18. pp 469-498	**Exercise 9:** Email Marketing Campaign
LEARNING UNIT 12: VIDEO MARKETING **LEARNING OUTCOME:** Understand the importance of Video Marketing in the overall marketing strategy, design and implement a video marketing campaign.		
13° **June 17th** **to** **June 22nd**	12.1 Key definitions 12.2 How it works 12.3 Video Production Process 12.4 Video Optimisation	**Quiz 10** Stokes. Emarketing, 6th ed. Ch 19. pp 499-522
	Mandatory reading Stokes. *Emarketing*, 6th ed. Ch 19. pp 499-522	**Exercise 10:** Create a video campaign
14° **June 24th** **to June 29th**	**FINAL PRESENTATIONS**	Group Presentation posted in UEVIRTUAL before the start of the class.

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15° **July 1st** **to July 6th**	**FINAL PRESENTATIONS**	Final Project posted in UEVIRTUAL before the start of the class.
16° **July 8th** **to July 13th**	**FINAL EXAM**	

VIII. References

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

Additional Bibliography

- Kaushik, A. (2010). *Web Analytics 2.0 (1st ed.)*. Wyley Publishing, Inc. *TK 5105.88817 K38i*

- Krug, S. (2014). *Don't make me think, Revisited (3nd ed.).* New Riders Press. *TK 5105.888 K78 2014*

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

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

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

- Ryan, D. & jones, C. (2012). *Understanding Digital Marketing (2nd ed.).* Kogan Page Publishers. *HF 5415.1265 R93 2012*

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

- Laudon, K. & Traver, C. (2016). E-commerce: Business, Technology, Society (12th ed.). Pearson Education.

IX. Lab Support
This class is delivered in a Lab.

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