Course Syllabus
E-Marketing

August - December 2021-2

IX Semester

Professor

Aphang Lam, Rober

I. Course general information

Course name:	E-Marketing		
Prerrequisite:	Marketing de Servicios Comunicaciones de Marketing	**Code:**	00454
Precedent:	None	**Semester:**	2021-2
Credits:	3	**Level:**	IX
Weekly hours:	3	**Training Type:**	Remote- Synchronous
Type of course: **Career(s)**	Mandatory Administración y Marketing	**Course coordinator:**	Yolanda Valle Velasco 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.

- 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 permission-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%).

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

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

(*) During the semester, the students will form teams and develop a class project (See document: E-Marketing Class Project).

VII. Program Content

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT I: 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° **August 23rd** **to** **August 28th**	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	Course Presentation & Methodology
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch.22. pp 575-583	
LEARNING UNIT II: DIGITAL MARKETING STRATEGY **LEARNING OUTCOME:** Comprehend the role of e-marketing plans as a component of corporate level plans and learn how to build a digital marketing strategy.		
2° **August 30th** **to** **September 4th**	2.1 Key definitions 2.2 Building blocks of marketing strategy 2.3 Crafting a digital marketing strategy	**Case Study**: Vets Now **Group Project** Guideline & Group selection
	Mandatory reading Stokes. *Emarketing*, 6th ed. Ch. 1. pp 3-21	
LEARNING UNIT III: 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° **September 6th** **to** **September 11th**	3.1 Key definitions 3.2 How it works 3.3 User experience design 3.4 Website Development	**Quiz 1** Stokes.Emarketing. 6th ed. Ch. 5-6. pp 87-149 **Exercise 1:** Building a Website
	Mandatory reading Stokes. *Emarketing*, 6th ed. Ch. 5-6. pp 87-149	
LEARNING UNIT IV: WEB ANALYTICS / CONVERSION OPTIMISATION **LEARNING OUTCOME:** Use web analytics to understand and enhance website performance.		
4° **September 13th** **to** **September 18th**	4.1 Key definitions 4.2 How it works 4.3 Google Analytics 4.4 Management Report 4.5 Conversion Optimisation	**Quiz 2** Stokes.Emarketing,6th ed. Ch. 20-21. pp 527-572 **Exercise 2:** Conversion Funnel / Goals setup
	Mandatory reading Stokes. *Emarketing,* 6th ed. Ch. 20-21. pp 527-572	

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT V: MOBILE MARKETING **LEARNING OUTCOME:** Understand the impact of Mobile Marketing and implement basic applications.		
5° **September 20th** **to** **September 25th**	5.1 Key definitions 5.2 Core principles 5.3 Mobile channels 5.4 Mobile apps **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 7. pp -151-177	**Quiz 3** Stokes.Emarketing, 6th ed. Ch. 7. pp -151-177 **Project Report #1** posted in FB group **Exercise 3**: Creating a Mobile App
LEARNING UNIT VI: SEARCH ENGINE OPTIMISATION **LEARNING OUTCOME:** Learn the basics on how to gain visibility in Search Engines.		
6° **September 27th** **to** **October 2nd**	6.1 Key definitions 6.2 How it works 6.3 SEO Tools **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 8-9. pp 179-229	**Quiz 4** Stokes. Emarketing, 6th ed. Ch. 8-9. pp 179-229 **Exercise 4**: Optimise a page
LEARNING UNIT VII: PAY PER CLICK & ONLINE ADVERTISING **LEARNING OUTCOME:** Understand the principles of ads campaigns in search engines and design an advertising campaign in Google.		
7° **October 4th** **to** **October 9th**	7.1 Key definitions 7.2 How it works 7.3 Google Adwords 7.4 Online Advertising **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 11-12. pp 263-309	**Quiz 5** Stokes. Emarketing, 6th ed. Ch. 11-12. pp 263-309 **Exercise 5**: Create a PPC campaign
8° **October 11th to October 16th**	**MIDTERM EXAM**	
LEARNING UNIT VIII: ECOMMERCE **LEARNING OUTCOME:** Learn the complexities of e-commerce implementation and build an e-commerce site.		
9° **October 18th** **to** **October 23rd**	8.1 Key definitions 8.2 How it works 8.3 Types of ECommerce 8.4 Case Study: Pixie Faire **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 10. pp 231-258	**Quiz 6** Stokes. Emarketing, 6th ed. Ch. 10. pp 231-258 **Exercise 6:** Building an eCommerce site

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT IX: SOCIAL MEDIA PLATFORMS **LEARNING OUTCOME:** Review the most common social media platforms and its usage.		
10° **October 25th** **to** **October 30th**	9.1 Key definitions 9.2 Main platforms 9.3 Social Media Analytics 9.4 Case Study: Harley Davidson **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 16. pp 399-441	**Quiz 7** Stokes. Emarketing, 6th ed. Ch. 16. pp 399-441 **Project Report #2** posted in FB Group **Exercise 7:** Creating Social Media Profiles
LEARNING UNIT X: SOCIAL MEDIA MARKETING **LEARNING OUTCOME:** Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.		
11° **November 1st** **to** **November 6th**	10.1 Key definitions 10.2 Social Media Strategy 10.3 Community Management 10.4 Crisis Management **Mandatory reading** Stokes. *Emarketing,* 6th ed. Ch. 17. pp 443-467	**Quiz 8** Stokes. Emarketing, 6th ed. Ch. 17. pp 443-467 **Exercise 8:** Social Media Campaign
LEARNING UNIT XI: EMAIL MARKETING **LEARNING OUTCOME:** Learn the principles for permission-based marketing campaigns and implement an email marketing campaign.		
12° **November 8th** **to** **November 13th**	11.1 Key definitions 11.2 How it works 11.3 Email planning & design 11.4 Email regulation **Mandatory reading** Stokes*. Emarketing*, 6th ed. Ch. 18. pp 469-498	**Quiz 9** Stokes. Emarketing, 6th ed. Ch. 18. pp 469-498 **Exercise 9:** Email Marketing Campaign
LEARNING UNIT XII: VIDEO MARKETING **LEARNING OUTCOME:** Understand the importance of Video Marketing in the overall marketing strategy, design and implement a video marketing campaign.		
13° **November 15th** **to** **November 20th**	12.1 Key definitions 12.2 How it works 12.3 Video Production Process 12.4 Video Optimisation **Mandatory reading** Stokes*. Emarketing*, 6th ed. Ch 19. pp 499-522	**Quiz 10** Stokes. Emarketing, 6th ed. Ch 19. pp 499-522 **Exercise 10:** Create a video campaign
14° **November 22th** **to November 27th**	**FINAL PRESENTATIONS**	**Group Presentation posted in FB Group**

15° November 29th to December 4th	**FINAL PRESENTATIONS**	**Final Project Report posted in FB Group**
16° December 6th to December 11th	**FINAL EXAM**	

VIII. References

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

- Butow, E., Herman, J., Liu, S., Robinson, A. & Alton, M. (2020). *Ultimate Guide to Social Media Marketing (1st ed.).* Entrepreneur Press.

- Chaffey, D. & Ellis-Chadwick, F. (2019). *Digital Marketing – Strategy, Implementation and Practice (7th ed.).* Pearson.

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

- 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*

- 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. (2018). E-commerce: Business, Technology, Society (14th ed.). Pearson Education. *HF 5548.32 L38 2018*

IX. Lab Support / Software
Computer with Internet

X. Professor
Aphang Lam, Rober
raphang@esan.edu.pe