



Course Syllabus E-Marketing

March - July 2024

IX Semester

Professor

Aphang Lam, Rober

I. Course general information

Course name:	E-Marketing		
Prerequisite:	Comunicaciones de Marketing	Code:	00454
Precedent:	None	Semester:	2024-1
Credits:	3	Level:	IX
Weekly hours:	3 hours	Training Type:	In-class
Type of course:	Mandatory	Course coordinator:	Yolanda Valle Velasco yvalle@esan.edu.pe
Career(s)	Administración y Marketing		

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.
- Learn the complexities of e-commerce implementation and build an e-commerce site.
- Review the most common social media platforms and its usage.
- Use web analytics to understand and enhance website performance.
- Learn the basics on how to gain visibility in Search Engines.
- Understand the role of content marketing within the marketing strategy and design a content plan.

- Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.
- Analyze the importance of Customer Relationship Management and use a CRM system to improve enterprise performance.
- Learn the principles for permission-based marketing campaigns and implement an email marketing campaign.
- Understand the principles of online ad campaigns and design an advertising campaign in Google Ads.

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. There is an entry test to measure the student knowledge brought to the classroom. Class attendance and participation, reading controls, class exercises, project reports and presentation are evaluated. There are also two exams.

The final average is obtained averaging the permanent evaluation (60%), the midterm exam (20%) and the final exam (20%).

$$FA = 20\% \times ME + 60\% \times PEP + 20\% \times FE$$

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) 60%		
Evaluation Type	Description	Ponderate %
Diagnostic Test	Entry Test	0%
Quiz (Self Appraisal)	Ten (10) Quizzes	10%
Unit Tests	Ten (10) Exercises	30%
Project	Project Report (*)	20%
	Project Presentation (*)	30%
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° March 21st to March 27th	1.1 Understanding the current environment 1.2 Internet Statistics and trends 1.3 Future of marketing in the metaverse Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. pp 707-732	Course Presentation & Methodology
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° 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 Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 4. pp 71-95	Case Study: Vets Now Group Project Guideline & Group selection
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° April 8th to April 13th	3.1 Key definitions 3.2 User experience design 3.3 Website Development Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 6-7. pp 135-208	Quiz 1 R&Y. <i>Emarketing</i> . 7 th ed. Ch. 6-7. pp 135-208 Exercise 1: Building a Website
LEARNING UNIT IV: ECOMMERCE LEARNING OUTCOME: Learn the complexities of e-commerce implementation and build an e-commerce site.		
4° April 15th to April 20th	4.1 Key definitions 4.2 How it works 4.3 Types of Ecommerce 4.4 E-Commerce Trends Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 8. pp 209-240	Quiz 2 R&Y. <i>Emarketing</i> , 7 th ed. Ch. 8. pp 209-240 Exercise 2: Building an eCommerce site

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT V: SOCIAL MEDIA PLATFORMS LEARNING OUTCOME: Review the most common social media platforms and its usage		
5° April 22 nd to April 27 th	5.1 Key definitions 5.2 Main platforms 5.3 Social Media Analytics	Quiz 3 R&Y, Emarketing, 7th ed. Ch. 13. pp -353-413 Project Report #1 sent to UE virtual Exercise 3: Creating Social Media Profiles
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 13. pp -353-413	
LEARNING UNIT VI: WEB ANALYTICS / CONVERSION OPTIMISATION LEARNING OUTCOME: Use web analytics to understand and enhance website performance.		
6° April 29 th to May 4 th	6.1 Key definitions 6.2 Tracking and analysis 6.3 Google Analytics 6.4 Conversion Optimisation	Quiz 4 R&Y, Emarketing, 7th ed. Ch. 20-21. pp -621-671 Exercise 4: Create a Dashboard
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 20-21. pp 621-671	
LEARNING UNIT VII: SEARCH ENGINE OPTIMISATION LEARNING OUTCOME: Learn the basics on how to gain visibility in Search Engines.		
7° May 6 th to May 11 th	7.1 Key definitions 7.2 SEO diagnosis 7.3 SEO Tools 7.4 SEO Implementation	Quiz 5 R&Y. Emarketing, 7th ed. Ch. 5. pp 99-133 Exercise 5: Optimise a page
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 5. pp 99-133	
8° May 13 th to May 18 th	MIDTERM EXAM	
LEARNING UNIT VIII: CONTENT MARKETING LEARNING OUTCOME: Understand the role of content marketing within the marketing strategy and design a content plan.		
9° May 20 th to May 25 th	8.1 Key definitions 8.2 Content Marketing Strategy 8.3 Content Planning	Quiz 6 R&Y. Emarketing, 7th ed. Ch. 9-10. pp 245-293 Exercise 6: Design a Content Plan
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 9-10. pp 245-293	

WEEK	CONTENT	ACTIVITIES / EVALUATION
<p>LEARNING UNIT IX: SOCIAL MEDIA MARKETING LEARNING OUTCOME: Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.</p>		
<p>10° May 27th to June 1st</p>	<p>9.1 Key definitions 9.2 Social Media Strategy 9.3 Community Management 9.4 Crisis Management</p> <hr/> <p>Mandatory reading Red and Yellow. <i>Emarketing</i>, 7th ed. Ch. 14. pp 417-445</p>	<p>Quiz 7 R&Y. <i>Emarketing</i>, 7th ed. Ch. 14. pp 417-445 Project Report #2 sent to UE virtual Exercise 7: Social Media Campaign</p>
<p>LEARNING UNIT X: CUSTOMER RELATIONSHIP MANAGEMENT LEARNING OUTCOME: Analyze the importance of Customer Relationship Management and use a CRM system to improve enterprise performance.</p>		
<p>11° June 3rd to June 8th</p>	<p>10.1 Key definitions 10.2 Why eCRM 10.3 Using CRM 10.4 CRM Strategy</p> <hr/> <p>Mandatory reading Red and Yellow. <i>Emarketing</i>, 7th ed. Ch. 15. pp 447-480</p>	<p>Case Study: Amazon Prime Quiz 8 Stokes. <i>Emarketing</i>, 7th ed. Ch. 15. pp 447-480 Exercise 8: Using an eCRM System</p>
<p>LEARNING UNIT XI: EMAIL MARKETING LEARNING OUTCOME: Learn the principles for permission-based marketing campaigns and implement an email marketing campaign.</p>		
<p>12° June 10th to June 15th</p>	<p>11.1 Key definitions 11.2 How it works 11.3 Email planning & design 11.4 Email regulation</p> <hr/> <p>Mandatory reading Red and Yellow. <i>Emarketing</i>, 7th ed. Ch. 16. pp 481-515</p>	<p>Case Study: Global Giving Quiz 9 R&Y. <i>Emarketing</i>, 7th ed. Ch. 16. pp 481-515 Exercise 9: Email Marketing Campaign</p>
<p>LEARNING UNIT XII: PAY PER CLICK & ONLINE ADVERTISING LEARNING OUTCOME: Understand the principles of online ad campaigns and design an advertising campaign in Google Ads.</p>		
<p>13° June 17th to June 22nd</p>	<p>12.1 Key definitions 12.2 Types of Online Advertising 12.3 Google Ads</p> <hr/> <p>Mandatory reading Red and Yellow. <i>Emarketing</i>, 7th ed. Ch 17-19. pp 519-617</p>	<p>Quiz 10 R&Y. <i>Emarketing</i>, 7th ed. Ch. 17-19. pp 519-617 Exercise 10: Create a PPC campaign</p>

14° June 24 th to June 28 th	FINAL PRESENTATIONS	Group Presentation sent to UE virtual
15° July 1 st to July 6 th	FINAL PRESENTATIONS	Final Project Report sent to UE virtual
16° July 8 th to July 13 th	FINAL EXAM	

VIII. References

Textbook

- Red and Yellow. (2022). *eMarketing. The essential guide to marketing in a digital world (7th. 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 (3rd 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. (2021). *E-commerce 2021-2022: Business, Technology, Society (17th ed.)*. Pearson Education.

IX. Lab Support / Software

It is required for all classes of the course.

X. Professor

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