



Course Syllabus E-Marketing

Auguts - December 2026

IX Semester

Professor

Aphang Lam, Rober

I. Course general information

Course name:	E-Marketing		
Prerequisite:	Comunicaciones de Marketing	Code:	00454
Precedent:	None	Semester:	2026-2
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 participation, reading controls, class exercises, project reports and presentation are evaluated. There is also a final exam.

The final average is obtained averaging the permanent evaluation (70%) and the final exam (30%).

$$FA = 70\% \times PEP + 30\% \times FE$$

FA: Final Average

PEP: Permanent Evaluation Ponderate

FE: Final examination grade

The PEP is obtained as follows:

PERMANENT EVALUATION PONDERATE (PEP) 70%		
Evaluation Type	Description	Ponderate %
Diagnostic Test	Entry Test	0%
Quiz (Self Appraisal)	Ten (10) Quizzes	15%
Unit Tests	Ten (10) Exercises	25%
Project	Project Report (*)	20%
	Project Presentation (*)	30%
Other Activities	Class participation and peer evaluation.	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 17 th to August 22 nd	1.1 Understanding the current environment 1.2 Internet Statistics and trends 1.3 Future of Digital marketing: AI, Automation and Data-Driven Marketing	Course Presentation & Methodology
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. pp 707-732	
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 24 th to August 29 th	2.1 Key definitions 2.2 Building blocks of marketing strategy 2.3 Data-driven & omnichannel digital strategy	Case Study: Vets Now Group Project Guideline & Group selection
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 4. pp 71-95	
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° August 31 st to September 5 th	3.1 Key definitions 3.2 User experience design 3.3 Conversion Architecture 3.4 Website Development	Quiz 1 R&Y.Emarketing. 7 th ed. Ch. 6-7. pp 135-208 Exercise 1: Building a Website
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 6-7. pp 135-208	
LEARNING UNIT IV: ECOMMERCE LEARNING OUTCOME: Learn the complexities of e-commerce implementation and build an e-commerce site.		
4° September 7 th to September 12 th	4.1 Key definitions 4.2 How it works 4.3 Types of Ecommerce 4.4 E-Commerce Trends	Quiz 2 R&Y.Emarketing, 7 th ed. Ch. 8. pp 209-240 Exercise 2: Building an eCommerce site
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 8. pp 209-240	

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT V: SOCIAL MEDIA PLATFORMS LEARNING OUTCOME: Review the most common social media platforms and its usage		
5° September 14 th to September 19 th	5.1 Key definitions 5.2 Social platforms & Creator Economy 5.3 Social Media Analytics	Quiz 3 R&Y, Emarketing, 7 th 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° September 21 st to September 26 th	6.1 Key definitions 6.2 Tracking, data & attribution 6.3 Google Analytics and GA4 6.4 Conversion Optimisation	Quiz 4 R&Y, Emarketing, 7 th 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° September 28 th to October 3 rd	7.1 Key definitions 7.2 SEO diagnosis 7.3 SEO Tools 7.4 SEO Implementation in the Age of AI	Quiz 5 R&Y. Emarketing, 7 th 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	
LEARNING UNIT VIII: PAY PER CLICK & ONLINE ADVERTISING LEARNING OUTCOME: Understand the principles of online ad campaigns and design an advertising campaign in Google Ads.		
8° October 5 th to October 10 th	8.1 Key definitions 8.2 Types of Online Advertising 8.3 AI-Driven Advertising (Google Ads & Beyond)	Quiz 6 R&Y. Emarketing, 7 th ed. Ch. 17-19. pp 519-617 Exercise 6: Create a PPC campaign
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch 17-19. pp 519-617	
LEARNING UNIT IX: CONTENT MARKETING LEARNING OUTCOME: Understand the role of content marketing within the marketing strategy and design a content plan.		

WEEK	CONTENT	ACTIVITIES / EVALUATION
9° October 12 th to October 17 th	9.1 Key definitions 9.2 Content Strategy in the AI Era 9.3 Content Planning	Quiz 7 R&Y. Emarketing, 7th ed. Ch. 9-10. pp 245-293 Exercise 7: Design a Content Plan
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 9-10. pp 245-293	
LEARNING UNIT X: SOCIAL MEDIA MARKETING LEARNING OUTCOME: Understand the complexity of a comprehensive Social Media Strategy and execute a social media campaign.		
10° October 19 th to October 24 th	10.1 Key definitions 10.2 Social Media Strategy 10.3 Community Management 10.4 Crisis Management	Quiz 8 R&Y. Emarketing, 7th ed. Ch. 14. pp 417-445 Project Report #2 sent to UE virtual Exercise 8: Social Media Campaign
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 14. pp 417-445	
LEARNING UNIT XI: CUSTOMER RELATIONSHIP MANAGEMENT LEARNING OUTCOME: Analyze the importance of Customer Relationship Management and use a CRM system to improve enterprise performance.		
11° October 26 th to October 31 st	11.1 Key definitions 11.2 Why eCRM 11.3 CRM vs CDP 11.4 CRM Strategy & AI-driven personalization	Case Study: Amazon Prime Quiz 9 Stokes. Emarketing, 7th ed. Ch. 15. pp 447-480 Exercise 9: Using an eCRM System
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 15. pp 447-480	
LEARNING UNIT XII: EMAIL MARKETING LEARNING OUTCOME: Learn the principles for permission-based marketing campaigns and implement an email marketing campaign.		
12° November 2 nd to November 7 th	12.1 Key definitions 12.2 How it works 12.3 Email planning & design 12.4 Privacy, regulation & Ethical Marketing	Case Study: Global Giving Quiz 10 R&Y. Emarketing, 7th ed. Ch. 16. pp 481-515 Exercise 10: Email Marketing Campaign
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch. 16. pp 481-515	
	Mandatory reading Red and Yellow. <i>Emarketing</i> , 7 th ed. Ch 17-19. pp 519-617	
13° November 9 th to November 14 th	DIGITAL MARKETING PLAN WORKSHOP – Cost / Benefit Analysis – Consistency Matrix –	Exercise: ROI Calculation

	Data dashboards – AI tools integration – Omnichannel consistency.	
14° November 16th to November 21st	FINAL PRESENTATIONS	Group Presentation sent to UE virtual
15° November 23rd to November 28th	FINAL PRESENTATIONS	Final Project Report sent to UE virtual
16° November 30th to December 5th	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. (2022). *Digital Marketing – Strategy, Implementation and Practice (8th ed.)*. Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
- Krug, S. (2014). *Don't make me think, Revisited (3rd ed.)*. New Riders Press. **TK 5105.888 K78 2014**
- Laudon, K. & Traver, C. (2021). *E-commerce 2021-2022: Business, Technology, Society (17th ed.)*. Pearson Education.
- Mollick, E. (2024). *Co-Intelligence: Living and Working with AI*. Portfolio.
- Provost, F., & Fawcett, T. (2013). *Data science for business: What you need to know about data mining and data-analytic thinking*. O'Reilly Media.

IX. Lab Support / Software

It is required for all classes of the course.

X. Professor

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