



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-390	E-Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Marketing	Fall, Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Yioula Melanthiou	3 <sup>rd</sup> and 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- develop an understanding of the background, current state, and future potential of e-marketing as well as a general understanding of the online consumer population.
- help students understand strategic planning and the way companies seek to achieve their objectives through strategies and tactics involving e-business and e-marketing. students will also learn how to create an e-marketing plan
- explain why and how e-marketers conduct online marketing research and how they turn data into marketing knowledge that provides insight into marketing activities
- assist students in analyzing the development of consumer and business products
- comprehend how the marketing mix differs or is similar in the online and offline environment

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand the basic principles and concepts of e-marketing (The basic principles and concepts of e-marketing)
2. Comprehend how e-marketplaces are structured and the mechanism behind them, including the way that internet sites can generate revenue and how they can impact their click and mortar counterparts (The structure, mechanisms, and the economics and impacts of different e-marketplaces)
3. Evaluate how marketing research online enables marketers to apply basic consumer behaviour strategy, and promotion strategy in an electronic environment (Issues relating to consumer behaviour and advertising in an electronic environment)

4. Differentiate between a company's online and offline marketing mix and how this needs to be adapted depending on the target audience and value offering (The online marketing mix)

**Course Content:**

1. Past, present and Future
2. Strategic E-Marketing and Performance Metrics
3. The E-Marketing Plan
4. E-Marketing Research
5. Connected Consumers Online
6. Product: The Online Offer
7. Price: The Online Value
8. The Internet for Distribution
9. E-Marketing Communication: Owned Media, Paid Media, Earned Media

**Learning Activities and Teaching Methods:**

Faculty and Guest-Lectures Seminars, Class discussions, In-class Practical Exercises, Lab Sessions

**Assessment Methods:**

Quizzes, Midterm Exam, Final Exam, Class Participation

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Lecture notes of E-Marketing, 7th International ed.	Strauss, J., Frost, R.	Pearson	2014	1292000414
E-Marketing, 7th International ed.	Strauss, J., Frost, R.	Pearson	2014	1292000414

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Digital business and e-commerce management: strategy, implementation and practice	Chaffey, D.	Pearson	2015	0273786547
Everything You Need to Know About the Internet Marketing Value Chain	Torte, R.	Need to Know Series.[Newmarket, Ont.] : BrainMass Inc.	2011	E-book 9781927639153
Advanced Google AdWords, 3rd Ed.	Geddes, B.	Wiley	2014	E-book 9781118819647