



<b>Course Code</b> MKTG-390	<b>Course Title</b> E-Marketing	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall/Spring	<b>Prerequisites</b> MKTG-291
<b>Type of Course.</b> Major Requirement for the Marketing Program & Elective for all other Business Programs	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3 <sup>rd</sup> or 4 <sup>th</sup>	<b>Lecturer</b> Dr Yioula Melanthiou
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

**Objectives of the Course:**

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 understand:

1. **The basic principles and concepts of e-marketing** - students should be able to understand the basic principles and concepts of e-marketing.
2. **The structure, mechanisms, and the economics and impacts of different e-marketplaces** – students should be able to understand 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.
3. **Issues relating to consumer behaviour and advertising in an electronic environment** – students should be able to understand how marketing research online enables marketers to apply basic consumer behaviour strategy, and promotion strategy in an electronic environment.
4. **The online marketing mix** – students will understand the differences but also similarities between a company’s online and offline marketing mix and how this needs to be adapted depending on the target audience and value offering.



### Course Contents:

Chapter 1 – Past, present and Future  
 Chapter 2 – Strategic E-Marketing and Performance Metrics  
 Chapter 3 – The E-Marketing Plan  
 Chapter 6 – E-Marketing Research  
 Chapter 7 – Connected Consumers Online  
 Chapter 9 – Product: The Online Offer  
 Chapter 10 – Price: The Online Value  
 Chapter 11 – The Internet for Distribution  
 Chapter 12 – E-Marketing Communication: Owned Media  
 Chapter 13 – E-Marketing Communication: Paid Media  
 Chapter 14 – E-Marketing Communication: Earned Media

### Learning Activities and Teaching Methods:

Lectures, practical exercises, practical application in computer labs, and discussions with class participation

### Assessment Methods:

Midterm Exam/or Project, Final Exam, Class Participation

### Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Yioula Melanthiou	Lecture Notes	Moodle	2014	
Strauss, J., Frost, R.	E-Marketing, 7 <sup>th</sup> Ed., International Edition	Pearson	2014	1292000414
Strauss, J., Frost, R.	E-Marketing, 7 <sup>th</sup> Ed., International Edition CourseSmart eTextbook	Pearson	2014	1292000449

### Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Gopalakrishna, D.	Electronic Marketing in 21st Century*	Himalaya Publishing House	2010	
* <a href="http://site.ebrary.com/lib/unicosia/detail.action?docID=10416109&amp;p00=e-marketing">http://site.ebrary.com/lib/unicosia/detail.action?docID=10416109&amp;p00=e-marketing</a>				
Smith, P. R.	E-Marketing excellence: the heart of e-business	Elsevier Butterworth-Heinemann	2005	0131969021
Efraim Turban, David King, Judy Lang	Introduction to E-Commerce, 2nd edition	Prentice Hall	2009	0136033245