



EFFECTIVE: JANUARY, 2008 CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **January 2008**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision New Course

If Revision, Section(s) Revised: **C, D, F, M, N, P, Q**

Date of Previous Revision: **September 2004**

Date of Current Revision: **November 2007**

C: **MARK 3235** D: **e-Marketing** E: **3**
formerly MARK 2235

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This course examines the role of digital media, including the web, e-mail, and wireless, within the marketing function. The role of digital media in identifying, anticipating and satisfying consumer needs and wants will be explored. The internet is impacting the way organizations communicate, conduct research, promote themselves, price and distribute their products. These impacts, as well as others will be considered.		
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 2 Hours Seminar: 2 Hours Total: 4 Hours Number of Weeks per Semester: 15 Weeks X 4 Hours per Week = 60 Hours	H: Course Prerequisites: MARK 1120 and (CMNS 1115 or any English UT course)	
	I: Course Corequisites: Nil	
	J: Course for which this Course is a Prerequisite Nil	
	K: Maximum Class Size: 30	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain techniques and strategy brought about by the use of technology in marketing;
2. demonstrate and understanding of the history and development of internet marketing and e-commerce;
3. identify and explain the use of different online business models;
4. demonstrate an understanding of the importance of brand management online;
5. develop an e-marketing plan;
6. create and evaluate internet marketing programs;
7. assess online pricing options and implications
8. develop an e-communications plan;
9. explain distribution considerations due to the emergence of digital technologies;
10. explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants;
11. assess the legal, ethical, regulatory, and social issues impacting e-marketing initiatives
12. explain the opportunities and challenges of conducting marketing research online;

N: Course Content:

1. Background and history of e-marketing
2. Conducting a situation analysis of the e-marketing environment
3. Developing a strategic e-marketing plan
4. Online market segmentation and positioning
5. The online marketing mix
 - a. Online products and services
 - b. Pricing online
 - c. Online promotion and communication
 - i. Email marketing
 - ii. Search engine marketing
 - d. Distribution online
6. Customer relationship management online
7. Market research online
8. Building and maintaining an online presence
9. Business to Consumer e-marketing
10. Business to Business e-marketing
11. Measuring marketing success online
12. Future growth and areas of development

O: Methods of Instruction

This course will be studied through lectures, videos, case studies, workshops, guest lecturers, group discussions, computer applications, and industry-related projects.

P: Textbooks and Materials to be Purchased by Students

Chaffey, Dave et al. Internet Marketing, Latest Ed. Pearson Education (or equivalent)

Q: Means of Assessment

Case presentations, homework assignments, class participation	15%
Assignments (2 - 4)	40%
Midterm examination	20%
Final examination	<u>25%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): **Lorne Patterson**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**

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