



## MAR-101 Internet Marketing

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### Description:

MAR-101 provides the foundations and basic principles of marketing products and services on the internet. This course also discusses a wide variety of internet marketing related topics, including the essential internet marketing tools, and how to develop internet marketing strategies and programs. MAR-101 also connects some basic business concepts, such as business models, business relationships, customer service, and privacy, to the ever-evolving digital world.

**Textbook:** Internet Marketing, 4<sup>th</sup> Ed., Zahay and Roberts, ISBN-13: 9781337106764

### Course objectives:

Throughout the course, you will meet the following goals:

- Explain how the internet originated and why it is unique as a communications medium.
- Describe customer experience and why it is the focus of digital transformation.
- Distinguish between: supply chain, value chain, virtual value chain, and value ecosystem.
- Explain the ways in which the internet is a direct-response medium.
- Define social media marketing and explain its importance to modern businesses.
- Explain SEM, SEO, PPC, and the basics of optimizing a website for organic search.
- Explain how the internet and search in particular has changed the B2B buying process.

### Contents:

Ch 1: Internet and Mobile Marketing	Ch 10: Search Engine Marketing
Ch 2: The Supply Chain	Ch 11: Paid Search and Social Advertising
Ch 3: Business Models and Strategies	Ch 12: Mobile Marketing
Ch 4: Direct Response and Database Foundations	Ch 13: Demand Generation and B2B Market
Ch 5: Social Media Marketing	Ch 14: Customer Retention Marketing
Ch 6: The Digital Customer Journey	Ch 15: Effective Online & Mobile Websites
Ch 7: Display and Mobile Advertising	Ch 16: Digital Customer Service & Support
Ch 8: Content Marketing	Ch 17: Social and Regulatory Issues
Ch 9: Email Marketing and Relationships	Ch 18: Evaluating Digital Marketing Efforts

### Grading Scale

A = 95-100%  
 B = 88-94.9%  
 C = 80-87.9%  
 D = 70-79.9%  
 F = Below 70%

### Grade Weighting

Chapter Quizzes..... 70%  
Final Exam ..... 30%  
 100%