



BUS-424 e-Marketing

Description:

This course combines academic theory and practical experiences to thoroughly cover all aspects of online marketing. Topics covered include: Search Engine Marketing, Affiliate Marketing, Web Analytics and Conversion Optimization, Web Development, Online Copywriting, Online Advertising, WebPR, Online Reputation Management, Pay Per Click Advertising, Viral Marketing, Social Media Marketing, Search Engine Optimization, and eMarketing Strategy.

Textbook: Internet Marketing, 4th Ed. – Zahay, Roberts – ISBN: 9781337106764

Course objectives:

Throughout the course, you will meet the following goals:

- Develop an understanding of how the Internet evolved.
- Understand how e-mail developed into an important eMarketing tool.
- Understand the advantages and disadvantages of online marketing.
- Understand the digital experience from the customers' point of view.
- Explain why search engine optimization is crucial to today's businesses.
- Describe the social and regulatory issues surrounding online marketing.
- Explain the role mobile marketing plays in the advertising strategies of the future.

Contents:

Ch 1: Internet and Mobile Marketing	Ch 10: Search Engine Marketing
Ch 2: Supply Chain Becomes a Value Ecosystem	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 Conversion
Ch 5: Social Media Marketing	Ch 14: Customer Relationship Development
Ch 6: The Digital Customer Journey	Ch 15: Effective Online/Mobile Websites
Ch 7: Mobile Advertising for Customer Acquisition	Ch 16: Digital Customer Service
Ch 8: Content Marketing	Ch 17: Privacy and Intellectual Property
Ch 9: Email Marketing	Ch 18: Evaluating Digital Marketing Efforts

Grading Scale

A = 90-100%
B = 80-89.9%
C = 70-79.9%
F = Below 70%

Grade Weighting

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