

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and scientific research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description:

- **Basic Information:**

Course Name	E-Marketing
Course ID	BMK608
Contact Hours (Registered Sessions)	30
Contact Hours (Synchronized Sessions)	24
Midterm Exam	-
Exam	75 min
Registered Sessions Workload	54
Synchronized Session Workload	24
Credit Hours	6
Course Level	6

- **Pre-Requisites:**

Course	ID
Integrated Marketing Communications	BMK607
E-Business Management	BMN507

- **Course General Objectives:**

This course provides the context of e-marketing, its strategies and performance, and the context for marketing planning; then presents e-marketing management and mix.

The course begins with discussing e-marketing concept and its development from past through present to future, and continues with strategic e-marketing and performance, then explains e-marketing plan. It focuses on marketing research and delivers clarification of online consumer behavior; consequently, it sets segmentation, targeting, differentiation, and positioning strategies. Moreover, it introduces the marketing mix including product, price, distribution, and communication mix and describes owned, paid, and earned media for communication.

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• **Intended Learning Outcomes (ILO):**

Code	Intended Learning Outcomes
ILO1	The student searches the concept of e-marketing and its development through past, present, and future. Likewise, he/she understands e-marketing planning and the meaning of its performance; then, have an overview of e-marketing plan process and discovers the steps of this plan.
ILO2	The student describes e-marketing research within talking about marketing knowledge management, and defining social media, data analysis and how to distribute it; as well as, he/she explores consumer behavior online in the twenty first century and connected customers online. Moreover, he/she recognizes segmentation overview, distinguishes targeting online customer, discusses differentiation strategies and positioning strategies.
ILO3	The student understands e-marketing mix by arguing product online offer, benefits, and new product strategies; besides, discussing price online value, pricing strategies and buyer/seller perspectives; also, identifying distribution via internet, online channels intermediaries, distribution channels lengths, functions and metrics. Consequently, he/she deduces communication tools, defines integrated marketing communication, internet advertising, public relations, sales promotion, personal selling, and direct marketing within owned, paid and earned media.

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- **Course Syllabus** (24 hours of total synchronized sessions; 24 hours of total Recorded Sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<p>Introduction to E-Marketing:</p> <ul style="list-style-type: none"> ○ The Concept of E-Marketing ○ The Development of E-Marketing <p>Strategic E-Marketing and Performance:</p> <ul style="list-style-type: none"> ○ Strategic E-Marketing Planning ○ E-Marketing Performance Metrics <p>The E-Marketing Plan:</p> <ul style="list-style-type: none"> ○ Overview of E-Marketing Plan Process ○ Steps of E-Marketing Plan 	6	6	<ul style="list-style-type: none"> <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others 	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.

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ILO2	<p>E-Marketing Research:</p> <ul style="list-style-type: none"> ○ Marketing Knowledge Management ○ Marketing Databases and Data Warehouses ○ Data Analysis and Distribution <p>Consumer Behavior Online:</p> <ul style="list-style-type: none"> ○ Consumers in the 21st Century ○ Connected Consumers Online <p>Segmentation, Targeting, Differentiation, and Positioning Strategies:</p> <ul style="list-style-type: none"> ○ Segmentation Strategies ○ Targeting Strategies ○ Differentiation Strategies ○ Positioning Strategies 	6	6	<ul style="list-style-type: none"> <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others 	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.
ILO3	<p>Product: The Online Offer</p> <ul style="list-style-type: none"> ○ Creating Customer Value Online ○ Product Benefits ○ New-Product Strategies for E-Marketing <p>Price: The online value</p> <ul style="list-style-type: none"> ○ Buyer and Seller Perspectives ○ Payment Options ○ Pricing Strategies 	12	12	<ul style="list-style-type: none"> <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others 	The assignment of the course is a practical case of a particular company, through which we aim to help the student to apply the concepts addressed in the course on this company.

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	<p>The Internet for Distribution</p> <ul style="list-style-type: none"> ○ Online Channel Intermediaries ○ Distribution Channel Length and Functions ○ Distribution Channel Metrics <p>E- Marketing Communication: Owned Media</p> <ul style="list-style-type: none"> ○ E-marketing communication ○ Owned Media ○ Content Marketing ○ Sales Promotion Offers ○ Owned Media Performance Metrics <p>E- Marketing Communication: Paid Media</p> <ul style="list-style-type: none"> ○ Paid Media ○ Internet Advertising Trends ○ Paid Media Formats ○ Social Media Advertising ○ Paid Media Performance Metrics <p>E- Marketing Communication: Earned Media</p> <ul style="list-style-type: none"> ○ Earned Media ○ Engaging Individuals to Produce Earned Media ○ Techniques for Engaging Users 			
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	<ul style="list-style-type: none"> ○ Reputation Management Online ○ Earned Media Performance Metrics 				
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• **Assessment Criteria (Related to ILOs)**

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The student searches the concept of e-marketing and its development through past, present, and future. Likewise, he/she understands e-marketing planning and the meaning of its performance; then, have an overview of e-marketing plan process and discovers the steps of this plan.	The student can understand the concept of e-marketing and its development process.	X		X		
		She/he analyzes e-marketing panning strategies and distinguishes performance of e-marketing followed by discussion with the teacher.	X		X		
		The student has an overview of e-marketing plan and remembers steps of it and can use her/his knowledge to analyze these steps in details.	X		X		

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ILO2	The student describes e-marketing research within talking about marketing knowledge management, and defining social media, data analysis and how to distribute it; as well as, he/she explores consumer behavior online in the twenty first century and connected customers online. Moreover, he/she recognizes segmentation overview, distinguishes targeting online customer, discusses differentiation strategies and positioning strategies.	The student studies e-marketing research through monitoring social media and analyzing data.	X		X		
		She/he can investigate consumer behavior online and identify connected customers.	X		X		
		The student uses the prior information in structuring segmentation, targeting, differentiating, and positioning strategies.	X		X		
ILO3	The student understands e-marketing mix by arguing product online offer, benefits, and new product strategies; besides, discussing price online value, pricing strategies and buyer/seller perspectives; also, identifying distribution via internet, online channels intermediaries, distribution channels lengths, functions and metrics. Consequently, he/she deduces communication tools, defines integrated marketing communication, internet advertising, public relations, sales promotion, personal selling, and direct marketing within	The student applies product online offer and benefits and develops new product strategies through her/his familiarity with marketing mix.	X		X		
		She/he can figure the accurate basics of price online value to explain perspectives of buyer and seller and monitoring pricing strategies.	X		X		
		She/he can build the correct internet distribution channel and know how to make online channel intermediaries and metrics.	X		X		
		The student can recognize communication owned media and its metrics then uses communication tools like sales promotion.	X		X		

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	owned, paid and earned media.	The student can recognize communication paid media and its metrics then uses communication tools like internet advertising.					
		The student can recognize communication earned media and its metrics then uses communication tools like techniques for engaging users.					

7-Practice Tools:

Tool Name	Description
None	

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8-Main References

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3. Simon Kingsnorth, (2016) Digital Marketing Strategy: An Integrated Approach to Online Marketing . Kogan Page UK.
4. Alan Charlesworth (2018) Digital Marketing A Practical Approach . 3 rd . Edition, by Routledge, New York.
5. Dave Chaffey, Fiona Ellis-Chadwick (2016) Digital Marketing . 6 th . Edition, Pearson Education Limited.
6. Judy Strauss, Raymond Frost, (2014) E-Marketing . 7 th . Edition, Pearson Education Limited

9-Additional References

7. ابو فارة يوسف احمد، (2012) التسويق الالكتروني / عناصر المزيج التسويقي عبر الانترنت، دار وائل للنشر، عمان.
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