Ministry of Higher Education and scientific research



Syrian Virtual University

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	Туре	Additional Notes
ILO1	 Introduction to E- Marketing: The Concept of E- Marketing The Development of E-Marketing Strategic E-Marketing and Performance: Strategic E- Marketing Planning E-Marketing Performance Metrics The E-Marketing Plan: Overview of E- Marketing Plan Process Steps of E-Marketing Plan 	6	6	 Exercises Assignments Seminars Projects Practices 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.

Ministry and so	n Arab Republic of Higher Education cientific research Virtual University	تربي من			العلمي	الجمهوريّة العربيّة السوريّة وزارة التعليم العالي والبحث العلمي الجامعة الافتراضيّة السوريّة			
ILO2	 E-Marketing Research: Marketing Knowledge Management Marketing Databases and Data Warehouses Data Analysis and Distribution Consumer Behavior Online: Consumer Behavior Online: Consumers in the 21st Century Connected Consumers Online Segmentation, Targeting, Differentiation, and Positioning Strategies: Segmentation Strategies Targeting Strategies: Segmentation Strategies Targeting Strategies Differentiation Strategies Positioning Strategies 	6	6	 ☑ As □ Se □ Pre □ Pre 	ercises signments minars ojects actices hers	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	 Product: The Online Offer Creating Customer Value Online Product Benefits New-Product Strategies for E- Marketing Price: The online value Buyer and Seller Perspectives Payment Options Pricing Strategies 	12	12	► As ► Se Pro	ercises ssignments minars ojects actices hers	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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 Reputation Management Online Earned Media Performance Metrics 		

• Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	eractive Synchronized Collaboration Ex Exams Rpt Rep					Reports
PF2F	Presentations and Face-to-Face Assessments		PW	Practice Wo	ork		

ILO				Asse	essmen	t Type	
Code	ILO	Intended Results	ISC	PW	Ex	PF2F	Rpt
	The student searches the	The student can understand the concept of e-marketing and its development process.	X		X		
ILO1	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-	She/he analyzes e- marketing panning strategies and distinguishes performance of e- marketing followed by discussion with the teacher.	Х		х		
	marketing plan process and discovers the steps of this plan.	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.	Х		Х		

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

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7-Practice Tools:

Tool Name	Description
None	

users.

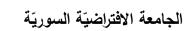
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2.	Damian Ryan (2016) Understanding Digital Marketing Marketing strategies for engaging
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3.	Simon Kingsnorth, (2016) Digital Marketing Strategy: An Integrated Approach to Online
	Marketing. Kogan Page UK.
4.	Alan Charlesworth (2018) Digital Marketing A Practical Approach. 3 rd . Edition, by
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6.	Judy Strauss, Raymond Frost, (2014) E-Marketing . 7 th . Edition, Pearson Education Limited

9-Additional References

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