

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

## Course Definition: Electronic Marketing

### 1- Basic Information:

Course Name	Electronic Marketing
Course ID	EM790
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Mid Term Exam	
Exam	75 min
Registered Sessions Work Load	14
Synchronized Session Work Load	14
Credit Hours	-

### 2- Pre-Requisites:

Course	ID
-	-

### 3- Course General Objectives:

Introduce students to the emergence of the Internet and its importance to marketers and clarify the concept of e-commerce and the infrastructure of e-commerce and its applications and introduce students to the definition of e-marketing and marketing strategies followed by online marketers (product strategies, pricing, distribution, promotion) and the importance of databases marketing.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	<ul style="list-style-type: none"> <li>Explains the emergence and definition of the Internet.</li> <li>Determines the marketing importance of dealing with the Internet.</li> <li>Determines the advantages of e-marketing, whether for the sectors of individuals ,customers, organizations, institutions , governments and decision makers.</li> </ul>
ILO2	<ul style="list-style-type: none"> <li>Explains the characteristics of the marketing database and determines what factors affect marketing across databases.</li> <li>Explains what an e-commerce software server is.</li> <li>Explains the fundamentals, attractiveness and effectiveness of websites for online purchase</li> <li>Identifies and explains trust and information security</li> <li>Explains the concept of online privacy and how to protect it.</li> </ul>
ILO3	<ul style="list-style-type: none"> <li>Identifies the importance of management support for Internet use.</li> <li>Explains the importance of R&amp;D and its objectives, as well as the objectives of developing e-services.</li> <li>Explains aspects of the desired development in business to apply e-marketing.</li> <li>Identifies areas of application of electronic methods in marketing and non-marketing activities and processes in the service of target customer.</li> </ul>
ILO4	<ul style="list-style-type: none"> <li>Define the direct marketing</li> <li>Explains the beginnings of direct marketing.</li> <li>Identifies the most important advantages of direct marketing.</li> <li>Explains the different forms of direct marketing</li> </ul>
ILO5	<ul style="list-style-type: none"> <li>Explains the brief history of e-commerce</li> </ul>

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	<ul style="list-style-type: none"> <li>• Explains the scientific nature of e-commerce</li> <li>• Identifies forms of e-commerce</li> <li>• Determines what e-commerce infrastructure is</li> <li>• Lists the challenges of the development of e-commerce</li> <li>• Clarifies misconceptions of e-commerce.</li> </ul>
ILO6	<ul style="list-style-type: none"> <li>• Explains the marketing concept of the product.</li> <li>• Distinguish between types of products online.</li> <li>• Explains how products are marketed online.</li> <li>• Determines the importance of online packaging.</li> <li>• Explains online labeling.</li> <li>• Determines the steps of electronic product development process.</li> </ul>
ILO7	<ul style="list-style-type: none"> <li>• Explains basic pricing strategy and key traditional price policies</li> <li>• Determines the role of IT in pricing</li> <li>• Explains what online auctions mean and determines their forms</li> <li>• Determines the impact of the Internet on pricing</li> <li>• Compare traditional international and international online pricing</li> </ul>
ILO8	<ul style="list-style-type: none"> <li>• Explains the concept of electronic markets and types.</li> <li>• Distinguish who is the electronic agent and how to set up this agent.</li> <li>• Defines the forms of contracting through the electronic agent.</li> <li>• Identifies electronic knowledge broker and types and functions of knowledge brokers</li> <li>• Explains the impact of electronic knowledge intermediaries on traditional markets</li> <li>• Explains some considerations related to distribution</li> </ul>

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ILO9	<ul style="list-style-type: none"> <li>Explains the elements and characteristics of the online promotional mix</li> <li>Identifies online advertising formats: advertising on newsgroups, email advertising, optional mailing lists, sponsorship announcements</li> <li>Explains the concept of online sales and its methods</li> <li>Defines the meaning of the electronic interface and its design methods</li> </ul>
ILO10	<ul style="list-style-type: none"> <li>Explains the meaning and importance of electronic advertising.</li> <li>Determines the difference between traditional advertising and the Internet advertising.</li> <li>Explains the characteristics of Internet advertising.</li> <li>Explains the objectives of online advertising.</li> </ul>

#### 5-Course Syllabus (18 hours of total synchronized sessions)

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

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter One: The Importance of Internet for Electronic Marketing			assignments	
ILO2	Chapter Two: Elements of the use of electronic marketing: database - confidence and security of electronic information			assignments	
ILO3	Chapter Three: Elements of using e-marketing: privacy and confidentiality - senior management support - research and development			assignments	
ILO4	Chapter Four: Direct Marketing			assignments	
ILO5	Chapter 5: E-commerce			assignments	
ILO6	Chapter 6: Electronic Marketing Mix – Electronic Product			assignments	
ILO7	Chapter 7: Electronic Marketing Mix – Online			assignments	

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	Pricing				
ILO8	Chapter 8: Electronic Marketing Mix – Online Distribution			assignments	
ILO9	Chapter 9: Electronic Marketing Mix – Online Promotion			assignments	
ILO10	Chapter 10: Electronic Marketing Mix – Online Advertising			assignments	

#### 5- 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 Importance of Internet for Electronic Marketing.		✓	✓	✓		✓
ILO2	Elements of the use of electronic marketing: database - confidence and security of electronic information		✓	✓	✓		✓
ILO3	Elements of using e-marketing: privacy and confidentiality - senior management support - research and development		✓	✓	✓		✓
ILO4	Direct Marketing		✓	✓	✓		✓
ILO5	E-commerce		✓	✓	✓		✓
ILO6	Electronic Marketing Mix – Electronic Product		✓	✓	✓		✓

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ILO7	Electronic Marketing Mix – Online Pricing		✓	✓	✓		✓
ILO8	Electronic Marketing Mix – Online Distribution		✓	✓	✓		✓
ILO9	Electronic Marketing Mix – Online Promotion		✓	✓	✓		✓
ILO10	Electronic Marketing Mix – Online Advertising		✓	✓	✓		✓

#### 6- Practice Tools:

Tool Name	Description
-	-

#### 7- Main References

معاوي، أميمة. التسويق الالكتروني " الجامعة الافتراضية

#### 8- Additional References

نصير، محمد طاهر. (٢٠٠٥) التسويق الالكتروني عمان ، دار الحامد للنشر والتوزيع.  
 أحمد، محمد سمير. (٢٠٠٩) التسويق الالكتروني، عمان، دار المسيرة للنشر والتوزيع والطباعة.  
 Strauss, Judy ,Frost, Raymond (2014). E-Marketing, Seventh Edition, Pearson Education Limited