COURSE SYLLABUS

LAST REVIEW   Spring 2021

COURSE TITLE   E-Marketing

COURSE NUMBER   BUSN 0216

DIVISION   Math, Science, Business & Technology

DEPARTMENT   Business

CIP CODE   24.0101, 52.0201, 52.1401

CREDIT HOURS   3

CONTACT HOURS/WEEK   Class: 3

PREREQUISITES   None

COURSE PLACEMENT   Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION
This course explores how marketers use the Internet and social media to engage and listen to customers and how to use what they learn to improve the goods and services they offer. The course will focus on how the Internet and other technologies, including mobile devices, are integrated with traditional marketing principles to generate revenue while delivering customer value. Topics include e-marketing practices in the United States; global e-marketing; ethical and legal issues; e-marketing planning; e-marketing strategy; online management of the marketing mix; and customer relationship management.

Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.

PROGRAM LEARNING OUTCOMES
AAS Marketing
1. Explain concepts related to the four Ps of marketing (Price, Product, Promotion, and Place) and demonstrate how they contribute to the overall operation of an organization.
2. Analyze, organize, and execute basic business and marketing strategies.
3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.
4. Apply marketing principles to business and marketing issues.

TEXTBOOKS
http://kckccbookstore.com/

METHODS OF INSTRUCTION
A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
  I.   E-Marketing in Context
        A. Past, Present, and Future
        B. Strategic E-Marketing and Performance Metrics
        C. The E-Marketing Plan

  II.   E-Marketing Environment
        A. Global E-Markets 3.0
        B. Ethical and Legal Issues

  III. E-Marketing Strategy
        A. E-Marketing Research
        B. Connected Consumers Online
        C. Segmentation, Targeting, Differentiation, and Positioning Strategies

  IV.   E-Marketing Management
        A. Product: The Online Offer
        B. Price: The Online Value
        C. The Internet for Distribution
        D. E-Marketing Communication: Owned Media
        E. E-Marketing Communication: Paid Media
        F. E-Marketing Communication: Earned Media
        G. Customer Relationship Management

COURSE LEARNING OUTCOMES
Upon successful completion of this course, the student will:
A.   Be able to describe the development of e-marketing, the application of e-marketing performance metrics, and the e-marketing planning process.
B.   Be able to explain how differences in internet access and usage in international markets plus ethical and legal issues in all markets impact online marketing efforts.
C.   Be able to discuss the importance of online marketing research, developing an understanding of the online consumer population, and recognizing key e-marketing segments for creation of an effective e-marketing strategy.

D.   Be able to discuss e-marketing management of the four elements of the marketing mix: product, price, distribution, and promotion plus explain the importance of customer relationship management for effective e-marketing.

ASSESSMENT OF COURSE LEARNING OUTCOMES
Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES
Student Handbook
https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf

College Catalog
https://www.kckcc.edu/academics/catalog/index.html

College Policies and Statements
https://www.kckcc.edu/about/policies-statements/index.html

Accessibility and Accommodations
https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html.