

# Common Course Outline

## EBUS 155

### Principles of E-Marketing

3 Semester Hours

## The Community College of Baltimore County

### Description

This course is designed to increase students' understanding of the complex issues related to marketing goods and services on the Internet with emphasis on e-marketing. It will review the many uses of the Internet to enhance and support all marketing functions, as well as new models of domestic and international e-business as a whole. It will also demonstrate the dramatic and dynamic way that the Internet can and should impact all elements of an organization's marketing strategy, including marketing communications, customer relationship management, advertising, selling, pricing, distribution, and the product itself. At the completion of this course, students will be able to create useful marketing plans that incorporate the Internet.

Prerequisites: MNGT 101, MNGT 150, and EBUS 101 or permission of program coordinator

### Overall Course Objectives

Upon completion of this course the student will be able to:

1. Define e-marketing;
2. Describe the characteristics of online marketing;
3. Identify the differences between online and traditional marketing;
4. Discuss the impact of Web technologies on traditional marketing practices;
5. Describe the advantages and disadvantages of online marketing;
6. Describe the factors that qualify a product to be successfully marketed on the Internet;
7. Explain the differences between mass marketing and one-to-one marketing;
8. Differentiate between global and niche markets;
9. Identify the markets in which e-business occurs;
10. Identify the behaviors of potential customers that impact e-marketing;
11. Identify typical characteristics of online customers;
12. Define demographic characteristics of target markets;
13. Identify value-added features as applied to customer retention;
14. Describe methods of building and maintaining customer loyalty after the sale of a product on the Web;
15. Describe Web site features that encourage customer engagement and return;
16. Explain the roles of customization and interaction in developing online customer relations;
17. Explain the four P's of any given product;
18. Explain the various options available in advertising and promoting products and services;
19. Identify the location of a specific product within its life cycle;
20. Determine a product's level of competition, profit/loss, marketing approach, etc. that are characteristic of that stage;
21. Define the term "product";

22. Identify consumer product categories;
23. Identify new product strategies and development;
24. Differentiate between the various categories of consumer products;
25. Identify the four stages of the product life cycle and explain the unique characteristics of each stage;
26. Explain the importance of branding and positioning online;
27. Give examples of product attributes, branding, labeling, and customer service online;
28. Describe several pricing strategies appropriate for online product selling;
29. Describe the factors putting “downward” and “upward” pressures on online pricing;
30. Compare and contrast online costs in pricing with traditional methods;
31. Describe the extent to which online pricing is considered economically efficient;
32. Describe the functions of the distribution channel;
33. Differentiate between an indirect and a direct channel;
34. Describe the Internet’s strengths and limitations in bringing buyers and sellers together;
35. Explain how the Internet has both shortened and lengthened distribution channels;
36. Discuss the importance of shopping agents for Internet retailers;
37. Explain the security risks for online shopping;
38. Define the promotional mix tools;
39. Explain the strengths and weaknesses of traditional media;
40. Differentiate between brand and direct-response advertising online;
41. Compare and contrast banners, sponsorships, and interstitials;
42. Define spam, viral marketing, and permission marketing;
43. Identify public relations stakeholders and common online content directed to them;
44. Discuss the power of online sales promotions to capture user attention;
45. Differentiate among broadcast, narrowcast, and pointcast electronic media;
46. Identify the strengths and weaknesses of the Web as an advertising medium;
47. Identify several ways to measure Web audience, giving the strengths of each;
48. Describe several metrics for evaluating among advertising vehicles;
49. Explain the role of marketing research in determining a target customer base;
50. Diagram the four phases of the consumer market research process;
51. Describe the role of cookies, data mining, and customer feedback forms in online marketing research;
52. Differentiate between secondary and primary data;
53. Define marketing information system (MIS);
54. Describe several types of information needed in an environmental scan;
55. List several online sources of publicly and privately generated secondary data important to marketing managers;
56. Explain several ways to check the quality of secondary data gathered online;
57. Identify the strengths and weaknesses of the Internet for primary data collection;
58. Explain the stages in the marketing strategies flow from the situation analysis;
59. Compare and contrast marketing objectives, strategies, and tactics;
60. Explain how an e-marketing venture capital plan varies from a traditional marketing plan;
61. Describe several important environmental factors for e-marketing;
62. Identify several objectives that are appropriate for e-marketing plans;
63. Identify four levels of commitment to e-business;
64. Describe how the Internet can be used to lower marketing costs; and
65. Explain the importance of tracking user surfing behavior.

## **Major Topics**

- I. Traditional Marketing vs. E-Marketing
- II. Characteristics of Products Conducive to Online Marketing

- III. Identification and Segmentation
- IV. Methods for Building Customer Loyalty
- V. Promoting a Product Online
- VI. Stages of the Product Life Cycle
- VII. Factors Impacting Marketing Mix
  - A. Product Characteristics and Branding
  - B. Pricing Characteristics
  - C. Distribution Characteristics
  - D. Promotional Characteristics
- VIII. Marketing Plan
  - A. Role
  - B. Phases of the Consumer Market Research Process
  - C. Marketing Information System
  - D. Environmental Scan
  - E. Online Sources
  - F. Stages in Development
  - G. Tracking User Surfing Behavior

### **Course Requirements**

Grading/exams: Grading procedures will be determined by the faculty member, will be provided the first week of class and will include:

1. Minimum of 3 mini-cases studies and/or
2. Minimum of 1 test.
3. Comprehensive final or project

Writing: The individual faculty member will determine specific writing assignments.

### **Other Course Information**

- This course is a required course for the Business Track of the E-Business.
- This course is taught online.

Individual faculty members may include additional course objectives, major topics, and other course requirements to the minimum expectations stated in the Common Course Outline.

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