[A-3]COURSE SYLLABUS

1. Course Description (Approximately 100 words)

This module focuses on exploring the dynamic world of internet marketing and how companies in almost every sphere of business can benefit from implementing marketing tools and techniques in online world and link them with the offline activities of the companies in a meaningful way.

2. Course Goals and Objectives (Approximately 100 words)

On completion of this module, the successful student should be able to:

1. Critically evaluate online marketing strategies of segmentation, targeting, and positioning;
2. Generate strategies to succeed in internet marketplace and design organizational structures and internal systems to ensure sustainable growth;
3. Evaluate how online marketing strategies can be translated into online marketing mix;
4. Link online marketing strategies with offline marketing strategies in a meaningful way;
5. Analyse the challenges of managing internet marketing activities.

3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

Dave Chaffey and PR Smith, E-marketing excellence: planning and optimizing your digital marketing, Fourth edition, 2013, published by Routledge;

E-Marketing: The essential guide to digital marketing (5th Edition) by Rob Stokes and the Minds of Quirk (available for FREE on course website, or here : http://www.quirk.biz/emarketingtextbook/)

Internet Marketing: strategy, implementation and practice. 4th ed. UK : Prentice-Hall, 2009. Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer;

4. Reference

Academic Journals
Journal of Marketing
International Journal of Internet Marketing and Advertising
Journal of Internet Commerce

Websites
www.udemy.com/seo-tutorial/
www.ted.com/
www.mind-advertising.com/
www.kahoot.it/
www.jeopardylabs.com/

5. Course Requirements and Grades

ASSESSMENT RATIONALE
The assessment consists of 40% Course Work and 60% written examination.
In the CW, students are given a list of dead websites (websites which have never used any promotional tools to drive traffic), and they are required to build up internet marketing strategy for those websites identifying target e-customer, relevant digital promotional tools and contents.

Final exam consist of several types of tasks. Students are given open-ended questions to answer. At the same time, they are given Google-Analytics reports for interpretation and

6. Course Calendar

Week	Main Content
1	TW 1 - Lecture 1 - Introduction to Internet Marketing
2	TW 2 - Lecture 2 - New Forms of Interaction
3	TW 3 - Lecture 3 - Digital Marketing Remix
4	TW 4 - Lecture 4 - E-models
5	TW 5 - Lecture 5 - E-customers
6	TW 6 - Lecture 6 - Social Media Marketing
7	TW 7 - Lecture 7 - Site design
8	TW 8 - Lecture 8 - Traffic Building (SEO strategy)
9	TW 9 - Lecture 9 - Traffic Building (Content strategy)
10	TW 10 - E-CRM
11	TW 11 - Revision
12	
13	
14	