INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
FACULTY OF ADMINISTRATIVE AND ECONOMICS SCIENCES
SCHOOL OF MANAGEMENT

S Y L L A B U S

I. GENERAL INFORMATION

Course Title   :   Electronic Marketing (online)
Code and Number   :   MKTG 4245
Credits   :   Three (3)
Academic Term   :
Professor   :
Attendance hours   :
Office telephone   :
E-Mail   :

II. DESCRIPTION

Analysis, design, development and implementation of technological communication and its impact using cybernetic tools. Emphasis on marketing through Internet and related technological aspects. Application of the electronic communication base in a marketing plan. The design of a marketing plan with an electronic focus is required. Prerequisites: GEIC 1010, MKTG 2220.

III. OBJECTIVES

At the end of the course the student is expected to:

1. Know the concepts of the electronic commerce, electronic business and electronic marketing, and the history and evolution of the Internet.
2. Explain the process to establish a commercial presence at the Internet.
3. Discuss the concept business to consumer (B2C) through the Internet.
4. Assess the Portals functions in the Web.
5. Apply the model of electronic commerce Business to Business (B2B).
6. Explain the importance of the Intranet and the impact inside a company.
7. Analyze the repercussions of the Extranet in the company.

IV.   THEMATIC CONTENT

A.   E-business and E-commerce.

1. History of the Internet
2. Definition of the E-business and E-commerce concepts
3. Advantages and limitations of E-commerce and E-business
4. Differences between E-commerce and the traditional business models

B.   Commercial Presence in the Internet

1. What is E-marketing?
2. What is the important of Search Engines
3. Planning the presence in the Internet
4. Design and presence in the Internet
5. Social media
6. Intellectual Property concept
7. Marketing Plan with emphasis on digital aspects

C.   Business to Consumers (E-commerce)

1. Client satisfaction in the Internet
2. E-business models
3. Coordination with other company elements
4. Collection and use of the databases
5. Privacy and security of data

D.   WEB Portals

1. What they are?
2. Who use them?
3. Who are affiliated to them?
4. Design description for WEB Portals

E.   Electronic commerce between companies

1. Models
2. Collection of data
3. Use of the databases
4. Privacy and security
5. Presentations about information findings

F.   Intranets: Business inside the business

    1. Design
    2. Privacy
    3. Security

G.   Extranets

    1. Design
    2. Privacy
    3. Security
    4. Globalization

V. ACTIVITIES

Recommended activities:

1. Frequent electronic communication between the professor and the students
2. Teamwork
3. Research
4. Discussion and exchange of ideas in the Forum section
5. Internet Search and evaluation of web sites and Portals
6. Assignments and activities
7. Readings and other suggested materials
8. Presentations
9. Case studies
10. Tests and quizzes
11. E-mail communication between the professor and the students
12. Integrate electronic marketing strategy to the overall marketing plan

VI. EVALUATION

	Points	Percentage
3 Partial Tests (3@100 points)	300	32%
Final Test or equivalent evaluation	100	10%
Discussion Forums (3@50 points)	150	16%
Quizzes (12@variety)	132	14%
Final Project	250	26%
General Participation	18	2%
Total Assessment	950	100%

VII. SPECIAL NOTES

A. Special Accommodations

Students requiring special accommodation must request these services at the beginning of the course or as soon as they notice that they need help. Students can request this service to Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center (Suite 111).

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice, as established on the Student's General Bylaw. Sanctions, as establish on the Bylaws, may include student suspension for a determined period of time of more than one year or the permanent expulsion from the University, among other sanctions.

C. Use of Electronic Devices

Students must deactivate cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations are prohibited.

VIII. EDUCATIONAL RESOURCES

Suggested textbook(s):

Turban, E, King, D., Lee, J., Liang, T., Turban, D. (2012). Electronic Commerce: 2012: Managerial and Social Networks Perspectives. 7th Edition; Prentice Hall. New Jersey. ISBN-10: 0132145383; ISBN-13: 978-0132145381

Electronic Resources:

History of the Internet Society:Internet Issues, Technoligy, Standards, Policies, Leadership. http://www.internetsociety.org

Search Engine History http://www.searchenginehistory.com

Smart Insights Digital Marketing Advice (free membership)
http://www.smartinsights.com/members/

IX. BIBLIOGRAPHY

Chaffey, D & Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice, 6th Edition. Pearson Education Limited ISBN-10: 1292077611; ISBN-13: 978-1292077611

Aremu, M. A., & Bamiduro, J. A. (2012). Marketing mix practices as a determinant of entrepreneurial Business Performance. *International Journal of Business & Management;* Canadian Center of Science and Education, *Vol.7* No.1. Pages 205-213. http://www.ccsenet.org/journal/index.php/ijbm/article/viewFile/14010/9758

Strauss, J. & Frost, R. (2013). E-Marketing. 7th Edition. Prentice Hall, ISBN-10: 0132953447, ISBN-13: 978-0132953443

Digital Marketing Research and Insight. www.emarketer.com

American Marketing Association Journal of Marketing. https://www.ama.org/publications/JournalOfMarketing/Pages/Current-Issue.aspx

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