



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COMMERCE


VALUE ADDED COURSE – SYLLABUS

PAPER I-E-MARKETING STRATEGIES

Objective of the course:

- ❖ The objective of the programme is to develop the marketing skills in on-line which is required for the business industries.

<b>UNIT I</b>	<b>Introduction</b>	4 Hours
E-marketing - Internet – E - marketing past, present and future - strategic planning in business.		
<b>UNIT II</b>	<b>E-Business</b>	4 Hours
E-business models- performance metrics- overview of e-marketing planning.		
<b>UNIT III</b>	<b>Opportunity Analysis</b>	4 Hours
Creating an e-marketing planning- seven steps of e-marketing plan - FIFA story- Country opportunity analysis.		
<b>UNIT IV</b>	<b>Market Segmentation</b>	4 Hours
Market opportunity analysis- Technological readiness influences marketing- Wireless internet access- Market segmentation basis.		
<b>UNIT V</b>	<b>Targeting Online Customers</b>	4 Hours
Targeting online customers- Differentiation dimensions- Repositioning strategies- Creating customer value- Online- product benefits.		
<b>Total Hours</b>		20 Hours

  
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VALUE ADDED COURSE – SYLLABUS

PAPER –II-E-MARKETING APPLICATIONS

Objective of the course:

- ❖ The objective of the programme is to enhance the practical knowledge in on-line which is required for the current business world.

<b>UNIT I</b>	<b>Introduction</b>	4 Hours
Digital divide- Software piracy- Ethics and legal issue an overview- privacy-Digital .property- Online expression.		
<b>UNIT II</b>	<b>Internet Exchange Process</b>	4 Hours
Data drives strategy- Knowledge management metrics- Consumers in twenty firstcentury- Inside the internet exchange process		
<b>UNIT III</b>	<b>Internet Advertising</b>	4 Hours
Taxonomy for internet product- pricing- strategies- Types of intermediaries- Distribution channel metrics- IMC- Internet advertising		
<b>UNIT IV</b>	<b>Sales Promotion</b>	4 Hours
BMW films- IMC metrics- Sales promotion offers- CRM building blocks.		
<b>UNIT V</b>	<b>E-Sopping</b>	4 Hours
Online shopping – Search Engines-e-Shopping Applications –Online Banking-Mobile Banking.		
<b>Total Hours</b>		20 Hours

## OUTCOMES:

On Completion of this course the students will be able to

- To know about the importance of e-marketing.
- Explain the use of search engine marketing and online advertising.
- To recognize the role of e-marketing plans as a component of corporate-level plans.
- It analyze planning options and offer constructive and practical alternative solutions.
- Communicate effectively with e-marketing in written and oral reports.

## Text Book

1. “E-Marketing”, Judy Strauses, Add El-Ansary, Raymond Fros, fourth edition.

## Reference Book

1. “Marketing the E-Business”, Lisa Harris Charles, Dennis, Rout ledge publication, 2<sup>nd</sup> edition.
2. “E-Business and E-Commerce Management”, Dave Chaffey, 5th edition.
3. “Foundation of Wireless Communication”, David Tese, Promad Viswanath, Cambridge University, 1<sup>st</sup> edition

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