

COURSE PREFIX/NO: MKT 140
COURSE TITLE: E-Marketing
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is a study of electronic marketing. In addition to traditional marketing topics, special emphasis will be placed on internet marketing fundamentals, strategies, and trends.

COURSE COMPETENCIES

Module 1: E-Marketing Overview

1. Describe the new rules for e-marketing.
2. Discuss the components of e-business.
3. Explain the difference between the Internet and the World Wide Web.
4. List five important customer markets.
5. Describe important geographic markets for e-business.
6. Discuss barriers to e-commerce in emerging countries.
7. Differentiate secondary and primary data.
8. Define marketing information system (MIS).
9. Describe the contents of a marketing database.

Module 2: Marketing Strategies

1. Explain how the Internet can increase customer value.
2. List the factors putting downward pressure on Internet pricing.
3. Explain several pricing strategies appropriate for products selling on the Net.
4. Describe the functions of a distribution channel.
5. Describe the Internet's strengths in bringing buyers and sellers together.
6. Tell how the Internet has added value to the consumer shopping experience.
7. Explain the strengths and the weaknesses of traditional media.
8. Differentiate among broadcast, narrowcast, and pointcast electronic media.
9. Identify the strengths and weaknesses of the Web as an advertising medium.
10. Identify several ways to measure the Web as an advertising medium.
11. Explain the major differences between mass marketing and relationship marketing.
12. Explain the benefits of customer relations management (CRM) to consumers and firms.

Module 3: E-Marketing Plan

1. Explain the stages in the marketing planning process.
2. Discuss why marketing strategies flow from the situation analysis.
3. Compare and contrast marketing objectives, strategies, and tactics.

GRADING SYSTEM

Students will be graded on assigned course work posted in each module. Each student's final grade will be the sum total of the assigned reading material, homework questions, threaded discussion questions, mid-term exam, final exam, and final project (creating an e-marketing plan). A missed test, homework assignment, threaded discussion, or failure to submit the final project will receive a score of "0." The late submission of assigned material may result in the loss of points.

Grade Computation

Activity	Maximum Points	Percentage of Final Grade
Homework	70	35%
Threaded Discussion	40	20%
E-Marketing Plan	40	20%
Mid-Term Exam	25	12.5%
Final Exam	25	12.5%
TOTAL: 200		100%

Grading Scale

Points	Letter Grade
180 = 200	A
179 = 160	B
159 = 140	C
139 = 120	D
Below 120	F
Withdrawal before midterm = W	

GRADE DISTRIBUTION

Module	Homework	Threaded Discussion	Final Project	Mid-term Exam	Final Exam
Module 1	10	5			
Module 1	10	5			
Module 1	10	5			
Module 2	10	5			
Mid-Term Exam				25	
Module 2	10	5			
Module 2	10	5			
Module 2	10	5			
Module 3		5			
Final Project			40		
Final Exam					25
TOTAL POINTS	70	40	40	25	25

ATTENDANCE

The attendance policy in the York Technical College Handbook will be followed. Students taking this course in an online format must log in to the course, read lectures, and participate in asynchronous/synchronous discussions on a regular basis to fulfill the attendance requirements.

ACADEMIC INTEGRITY

The student is bound by the policies stated in the York Technical College Catalog and Handbook. A student violating these policies will be subject to academic discipline.

MINIMAL STANDARDS

For students in business programs, a grade of "C" is required for this course to apply to the degree. Students in other programs may be required to make only a 60%, "D" average, for credit in the degree. (Please be aware that most colleges require a grade of "C" or better for transfer credit.)

PREREQUISITES – None

CO-REQUISITES – None

ENTRY-LEVEL SKILLS – None