

Course Unit Title:	E-Marketing
Course Unit Code:	MAR316
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Apply the theoretical bases of E- Marketing to various business settings • Discuss the business environment from a E-marketing perspective. • Apply the learned E- marketing skills which they have acquired in class via the usage of questioning and industry based case studies. • Undertake E- marketing related positions after being exposed to contemporary industry based examples. • Develop an in depth understanding of the complexities and challenges involved in working in the field of E- Marketing 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR101, MAR 111, MAR 207
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objective:</p> <ul style="list-style-type: none"> • To teach the student to professionally evaluate internet marketing models, their components, strategies and financial configuration. • To educate the learner as to how to take personal responsibility for the strategic development of electronic marketing efforts • The student will be able to take on personal responsibility for the strategic development of electronic marketing efforts <p>Description: The course will be equally divided between its 'electronic' and 'marketing' elements,</p>	

providing the foundation for profitably bridging these two key elements in today's business environment.

Key subjects to be covered include definitions of E-Marketing, internet culture and trends, Legal and Ethical Issues, Relationship Marketing , the importance of interaction, visual and other effects, Internet marketing strategy, Writing for the internet, e-marketing components, consumer internet behaviour, Internet campaigns, search engines, Direct marketing, online selling strategies, auctions and other approaches, the Future of E-Marketing.

Recommended or required reading:	<p>Hofacker, Charles F.: Electronic Marketing: Communicating, Selling and Connecting, (2009)</p> <p>People with Networks and Software, Tallahassee: New South Network Services</p> <p>Judy Strauss, Adel El-Ansary, and Raymond Frost : E-Marketing, 4th ed., Prentice Hall,(2005)</p>										
Planned learning activities and teaching methods:	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;">Class Instruction</td> <td style="width: 40%; text-align: center;">42 Hours</td> </tr> <tr> <td>Consultation</td> <td style="text-align: center;">15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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Assessment methods and criteria:	<table border="1" style="width: 100%;"> <tr> <td style="width: 60%;">Mid – Term Examination</td> <td style="width: 40%; text-align: center;">25%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: center;">35%</td> </tr> <tr> <td>E-Project</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: center;">10%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </table>	Mid – Term Examination	25%	Final Examination	35%	E-Project	30%	Class Participation	10%		100%
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Language of Instruction:	English										
Work Placement(s):	No										
Place of Teaching:	Regular Classroom European University Cyprus, Nicosia										