

SYLLABUS

DANVILLE COMMUNITY COLLEGE DIVISION: BUSINESS & EIT

DATE: SPRING 2014

CURRICULA IN WHICH COURSE IS TAUGHT: MARKETING, ELECTRONIC COMMERCE SPECIALIZATION

COURSE NUMBER AND TITLE: MKT 281, PRINCIPLES OF INTERNET MARKETING

CREDIT HOURS: 3 HOURS PER WEEK

LECTURE: N/A, ONLINE CLASS

LAB: N/A

-
- I. Catalog Description: Introduces students to Internet marketing. Discusses how to implement marketing programs strategically and tactically using online communications tools. Teaches e-marketing strategies.
- II. Relationship of the Course to Curricula Objectives:
As a required course for students enrolled in the Marketing, Electronic Commerce specialization, program, MKT 281 will address the following outcomes. DCC Marketing—Electronic Commerce specialization graduates will demonstrate the ability to:
1. understand the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline;
 2. utilize industry standard computer software products in business communication media such as written reports and business plans using word processing software (i.e., Microsoft Word) and business presentations using presentation software (i.e., Microsoft PowerPoint);
 10. understand how electronic commerce strategies and web design techniques fit into an organization's overall marketing plan.
- Students, upon completion of the course, will be expected to understand how business the web, the internet, e-mail, and other electronic innovations fit into a company's overall marketing campaign. Students will examine the Internet as a communications resource, channel resource, and content resource for marketing business to consumer (B2C) and business to business (B2B).
- III. Required Background: This course has no prerequisites; however, completion of MKT 100 is strongly recommended. If students have developmental requirements, MTE 1, MTE 2, and ENF 3 must be completed before enrolling.
- IV. Course Content:
- | | |
|---------------------------------|------------------------------|
| • Accessing the Internet | • Laws & Legislation |
| • B2B E-Commerce | • Navigation Behavior |
| • B2C E-Commerce | • Netiquette |
| • Customer Service | • New Products |
| • Customer Value | • Payment Options |
| • Demographics & Psychographics | • Pricing |
| • E-Business Models | • Primary & Secondary Data |
| • Electronic Commerce | • Research |
| • Internet Advertising | • Segmentation |
| • Internet Distribution Systems | • Web Entrepreneurs |
| • Internet Ethics | • Web Site Design & Security |

V. General Education Objectives: The following general education objectives are addressed in this course:

- ☒ Communication
- ☒ Critical Thinking
- ☒ Cultural and Social Understanding
- ☐ Information Literacy
- ☒ Personal Development
- ☐ Quantitative Reasoning
- ☐ Scientific Reasoning

VI. LEARNER OUTCOMES

VII. EVALUATION

<p>Upon completion of the course, the student will be able to understand, define, and discuss the following concepts and topics:</p> <ul style="list-style-type: none"> • Digital Marketing Strategy • The internet in the traditional marketing mix • Market research • Pros and cons of crowdsourcing • Web development and design • Writing for the web • Search engine optimization (SEO) • copywriting • Web copywriting • Mobile development & engagement • Email marketing • Online advertising • Affiliate marketing • Search engine marketing • Search engine optimization • PPC advertising • Targeting online advertisements • Behavioral and demographic targeting • Social media channels • Web analytics • Social media strategy • Web public relations • Online reputation management • Optimizing for mobile search • Customer relationship management (CRM) 	<p>The outcomes in section VI will be evaluated through the use of the following assignments:</p> <ul style="list-style-type: none"> • Written case analysis paper on a successful e-commerce organization • Project paper on a topic such as starting a web business, search engine optimization, selling a product on eBay, marketing using social media, etc. • Participation in the online Blackboard Discussion forums • Several online chapter Quizzes • Written chapter Homework assignments • Proctored final exam
---	--