



Course Number and Title: MKT 217 E-Marketing Fundamentals

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2018-51

Prerequisite:

CIS 107, MKT 212

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

1.00 lab hours/week

Course Description:

This course explores web marketing, including Internet marketing strategies and performance metrics, online design principles, and online customer relationships. Students will complete various hands-on projects related to building and managing a successful online marketing operation.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Online Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Identify and describe Internet marketing strategies that include the strategic aspects of positioning, segmentation, and target marketing. (CCC 1, 2; PGC 2, 5, 6)
2. Examine the design principles for creating a successful customer and/or user interface to enhance the customer relationship. (CCC 1, 2; PGC 2, 4, 5)
3. Discuss product development of digitized goods, the online price-setting framework, online distribution systems, and online promotion. (CCC 1, 2; PGC 2, 5, 6)
4. Examine the legal and ethical impact of privacy and trust and the relationship between loyalty and relationships in e-commerce. (CCC 1, 2, 4; PGC 1, 2)
5. Analyze the performance of Internet marketing programs by using marketing performance metrics, customer metrics, financial metrics, and metrics for implementation of the marketing performance. (CCC 1, 2, 4; PGC 1, 2, 5, 6, 7)
6. Develop a successful online marketing operation that promotes products, attracts, and retains customers and that enhances sales in today's global market environment. (CCC 1, 2, 4, 5, 6; PGC 1, 2, 4, 5, 6, 7)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Identify and describe Internet marketing strategies that include the strategic aspects of positioning, segmentation, and target marketing.
 1. Discuss the importance of strategic planning, e-business strategy, and e-marketing strategy.
 2. Describe how e-marketing strategy is influenced by computer and telephone access, credit card availability, attitudes toward Internet use, slow connection speeds, website design, and electricity problems.
 3. Explain why and how e-marketers use market segmentation to reach online customers.
 4. Describe the most commonly used market segmentation bases and variables.
 5. Describe five types of usage segments and their characteristics.
 6. Describe two important coverage strategies e-marketers can use to target online customers.
 7. Define differentiation and positioning and explain why they are important elements of marketing strategy.
 8. Identify dimensions of differentiation and Internet-specific differentiation strategies.
 9. Discuss how companies can position or reposition themselves on the basis of attributes, technology, benefits, user category, relation to competitors, integrator capabilities, or reverse positioning.
2. Examine the design principles for creating a successful customer/user interface to enhance the customer relationship.
 1. Identify elements of effective design of both e-commerce and informational e-marketing sites, noting use of space, color, and formatting.
 2. Discuss use of linkages and ease of navigation in attracting and retaining customers.
 3. Contrast and compare effectively designed e-marketing sites for various organizations.
3. Discuss product development of digitized goods, the online price-setting framework, online distribution systems, and online promotion.
 1. Define product, and describe how it contributes to customer value in an e-marketing context.
 2. Discuss how attributes, branding, support services, and labeling apply to online products.
 3. Explain key factors in e-marketing enhanced product development.
 4. Identify the main fixed and dynamic pricing strategies used for selling online.
 5. Discuss the buyer's view of pricing online in relation to real costs and buyer control.
 6. Discuss the seller's view of pricing online in relation to internal and external factors.
 7. Discuss the arguments for and against the Internet as an efficient market.
 8. Describe several types of online payments systems and their benefits to online retailers.
 9. Describe the three major functions of a distribution channel.
 10. Explain how the Internet is affecting distribution channel length.
 11. Discuss trends in supply chain management and power relationships among channel players.
 12. Describe the major models used by online channel members.
4. Examine the legal and ethical impact of privacy and trust and the relationship between loyalty and relationships in e-commerce.
 1. Compare and contrast ethics and the law in an e-marketing context.
 2. Discuss the implications of ethical codes and self-regulation on the Internet.
 3. Identify some of the main privacy concerns within traditional and digital contexts.
 4. Explain some of the important patent, copyright, trademark, and data ownership issues related to the Internet.
5. Analyze the performance of Internet marketing programs by using marketing performance metrics, customer metrics, financial metrics, and metrics for implementation of the marketing performance.
 1. Discuss the use of performance metrics and the Balanced Scorecard to measure e-business and e-marketing performance.
 2. Identify the main sources of data that e-marketers use to derive customer metrics.
 3. Contrast client-side data collection, server-side data collection, and real-space approaches to data collection for the evaluation of performance metrics.
 4. Discuss methods of analysis that e-marketers can apply to performance metrics.
6. Develop a successful online marketing operation that promotes products, attracts, and retains customers and that enhances sales in today's global market environment.
 1. Discuss the nature and importance of an e-marketing plan as part of an organization's online marketing operation.
 2. Identify and discuss the seven steps in the e-marketing plan.
 3. Describe the key revenues and costs identified during the budgeting step of the e-marketing plan.
 4. Discuss the main methods for buying media and for evaluating an e-marketing plan in relation to an organization's integrated marketing communication (IMC) strategy.
 5. Develop an online marketing plan that effectively incorporates an organization's overall e-business strategy.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):

1. Integrate professional, ethical, and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Develop integrated sales presentations.
4. Utilize graphic design elements to develop professional hard-copy and electronic marketing/advertising materials.
5. Apply e-marketing techniques to create a competitive presence.
6. Analyze the marketing strategic planning process of an organization.
7. Evaluate the actions taken to acquire and retain customers.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.