Master Syllabus

Administrative Unit: Business Administration Department

Course Prefix and Number: MKTG 360

Course Title: E-Marketing

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: This course explores how the Internet can be used effectively to enhance the marketing activities of corporate enterprises, non-profits and government agencies.

Prerequisite(s)/Corequisite(s): CISS 170 and MKTG 310.

Text(s): Most current editions of the following:


Course Objectives:

- To develop a general framework to aid in the development of Internet marketing programs.
- To delineate the importance of Internet marketing programs as part of an overall integrated marketing communications program.
- To understand the marketing mix functions as applied to e-marketing strategy.
- To implement customer relationship strategies as part of an overall e-marketing strategy.

Measurable Learning Outcomes:

- Critique how to create stakeholder value by an Internet presence.
- Explain the various e-marketing strategies for segmenting, targeting, and positioning.
- Use marketing mix functions as part of e-marketing strategy.
- Use customer relationship strategies as part of an overall e-marketing strategy.

Topical Outline (major areas of coverage):

Every Business Administration course includes a written and oral presentation component.

- Review of Marketing Concepts
- Understanding the Customer
- Internet Business Models and Strategies
- Promotional Techniques and Internet Applications
- Personalization and Customer Relations Management
• Channel Management
• Performance Evaluation
• E-marketing Issues including Privacy, Ethics, and Governmental Regulation
• Future Trends in Technology and Marketing

Recommended maximum class size for this course: 25

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

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Name ________________________________ Signature ________________________________

Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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