

Marketing 403: E-marketing
2023-2024
1st Semester

Instructor: Sarah Alsheeha

E-mail: salsheeha@ksu.edu.sa

Website: <http://fac.ksu.edu.sa/salsheeha>

Twitter: @SarahAlsheeha
#MKT403SARAH

Office: Room 9, 2nd Floor, Department of Marketing, Build. 3, CBA

Lecture Hours: **55760** S,T,TH (11-11:50),Build. 3, Room GA10

27320 S,T,TH (1-1:50),Build. 3, Room A39

Course Description

Internet influences every aspect of our life. The electronic media and technology enable organizations to acquire products, services, and materials from suppliers; market goods and services to customers; allow members of the organization to communicate with each other; and monitor the external environment.

This course provides an overview of the rapidly changing world of marketing, and builds on marketing principles to investigate specialist areas. The Internet and other technologies provide many opportunities for marketing applications. By addressing what is unique about electronic marketing, the course explores how these technologies are creating value for customers as well as benefits for companies and their brands.

Specifically the course deals with issues such as:

- Introduction to electronic marketing and its technological foundations.
- Business implications of electronic marketing.
- Marketing, retailing, sales, and promotional implications.
- Associated social, legal, ethical implications of electronic marketing.

Prerequisite: MKT 201

Course Objectives

This course aims to do the following:

- Describe and understand the terminology, concepts, and activities of electronic marketing.
- Identify the recent developments and their origins in electronic marketing practice.
- Prepare students to develop an integrated electronic marketing strategy.

Learning Outcomes

Upon completion of the course, students should be able to:

- Describe key elements and developments in electronic marketing.
- Identify key electronic marketing strategies of companies.
- Apply conceptual knowledge and analytical skills to develop electronic marketing plan.
- Work effectively in a group and contribute to decision making.
- Write quality business reports.
- Effectively communicate the analysis and strategy.

Required |Text

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.

Additional Readings

- Strauss, Judy & Frost, Raymond (2014). *E-Marketing*. 7th ed. UK: Pearson Education Inc.
- Chaffey, D., Ellis-Chadwick, F., Mayer R., & Johnston K. (2009). *Internet Marketing- Strategy, Implementation and Practice*. 4th ed. Prentice Hall.

Course Policies

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Students are expected to come to class. Do not come late for class. You need to discuss any situations that are impacting your attendance – as they arise – and in advance. There is **no make-up** for exams and quizzes, and no late assignments accepted.
3. Students are expected to be prepared for class. You need to read the material designated for the day and be ready to participate in the order of business for the day.
4. Students are expected to do and submit their **own** work. Be sure to cite any thing that is not your original thought!
5. Each student is responsible for obtaining all handouts, announcements, and schedule changes.

6. Important class announcements may be communicated by e-mail. **You are responsible for checking your e-mail account regularly.**
7. **Switch off your cell phone during class.**
8. Do not talk while fellow students are presenting or asking questions.
9. Respect everyone's opinion.
10. Communication through the email must contain an address and **name** of the sender

EMAIL TITLE → MKT403 (student name / class time (11-12))

11. Any tweets should be under **#MKT403SARAH**

Class Participation

Individual class assignments will be assigned in the lectures according to the topics. Remember your contribution to the classroom discussion based on your knowledge, experiences and performance in this course. Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to "make up" missed in-class learning opportunities. It is the university policy to ensure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with ((حرمان)).

Additional Policies

- **Special Needs:** Any such student need to inform Student Affairs Unit for necessary arrangements. After initial provisions are made, kindly coordinate with me.
- **Academic Misconduct:** Academic honesty means doing one's own work and giving proper credit to others work and thought one may draw upon. Two important types of academic misconduct are cheating and plagiarism.

Cheating includes copying from others or allowing others to copy from you during exams and collaborating with others on projects unless authorized by the professor to do so. In this class, you may ask others to review your work and make suggestions for improving, but they cannot write for you nor assist substantially in your work. Team projects are different because of their collaborative nature – however, to be a good team member you should also do individual work.

Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. If you use more than five words of text from another's work, it must appear in quotations as above. If you condense or paraphrase another's work it must be attributed in the text and the

full citation must appear in endnotes. You are encouraged to use published work in your projects — just give credit. Anyone found not in compliance with the above will receive a **zero** on the work and possibly worse.

• **Make-up exams** are not permitted except in cases of verified emergencies or other special circumstances, and the burden of producing verification would be yours. In such cases, you must still notify me at the earliest possible opportunity and submit evidence to document the special circumstances (do not wait to be asked to do so). **Make-up exams** will be held on **week 16th** covered all the chapters discussed in this semester.

Case Analysis

This task includes analysis of case studies in the class. The date of some case analysis exercises will be announced as the semester progresses.

Project Report and Presentation

The project work is a group task and includes development of electronic marketing plan for any business of choice. Each group has to submit one report, no later than the date and time noted in the schedule. **Late submission maybe acceptable, but will be subject to marks deduction** from the score received, irrespective of the quality of work. **No excuses will be accepted after the final date of submission.** The project presentation is a group activity, but each student will present her contribution in the research. Each student will be judged on the basis of his contribution to the report and understanding of the entire work.

The project is intended to let the students focus on a particular aspect of electronic marketing. Students will use secondary data sources (library resources, relevant websites, etc.) and may conduct personal interviews with customers and key stakeholders of a retailer of their choice and write a **project report** where they present their findings. The project would require students to take initiative, think, and make decisions on their own. The instructor will only assist in decision-making and will not make the decision for the students.

Submissions:

All submissions are **Only** through the blackboard.

Project requirements

- Electronic version (Microsoft Word, black font, 12-15 pages, double spaced, 12 point font, Times New Roman)
- Cover page format (1st page)
- No less than 3 references
- Pictures in the appendixes
- Page numbers
- Submitted by the group leader on Blackboard (LMS)

Grading Plan

Points	Assessment	Date
5	Case analysis/Mini research & other assignments	Submission: 7/12/2023
40	2 Mid Term Exams (20 grades each)	Mid 1: 10/10/2023 (12-1) Mid 2: 7/11/2023 (12-1)
15	Team project & presentations	Presentations :26/11/2023 to 3/12/2023 Report submission: 7/12/2023
40	Final Exam	29-05-1445

Course Content:

In the E-marketing course there are essential topics that should be covered; these topics are listed in the table below

Week	Topic and Assignment	Book Reading
Week 1	Introduction & Orientation	
Week 2	Introduction to Digital Marketing	Chapter 1
Week 3	Digital Microenvironment	Chapter 2
Week 4	Digital Macro Environment	Chapter 3
Week 5	Digital Marketing Strategy	Chapter 4
Week 6		
Week 7	Digital Media and the Marketing Mix	Chapter 5
Week 8		
Week 9	Relationship Marketing on Digital Platforms	Chapter 6
Week 10		
Week 11	Digital Marketing Communications	Chapter 9
Week 12		
Week 13	Ethical and Legal Issues	Chapter 10
Week 14	Project Presentations	
Week 15	Project Presentations	

Good luck