MKT 327 – e-Marketing

Course Description

Reviews the technologies and potential applications of the Internet, with a focus on developing effective marketing strategies using the Web as a medium. Website development, attracting and managing Website traffic, use of email, Internet regulatory issues, and development of Internet marketing strategies are explored.

Instructional Materials


Course Learning Outcomes

1. Describe the nature of electronic commerce and the impact on the behavior of consumers and organizational customers.
2. Explain how to apply various electronic commerce mechanisms to support traditional marketing operations and create Web-based / virtual markets for consumer and commercial / organizational transactions.
3. Develop viable marketing strategies by applying the principles of marketing and the enhanced capabilities provided by electronic commerce processes.
4. Evaluate the expanded dimensions of the external marketing environment brought about by the application of information technology and evolution of the World Wide Web.
5. Integrate the promotional mix to market online.
6. Apply the concepts of data warehousing and data mining, along with associated information technologies, to develop marketing research strategies and execute customer relationship management.
7. Formulate effective Web page designs and strategies for information technology applications to support marketing operations.
8. Summarize the principle ethical and information security issues associated with the application of electronic commerce to support marketing operations.
9. Use technology and information resources to research issues in e-Marketing.
10. Write clearly and concisely about e-Marketing using proper writing mechanics and technical style conventions.