

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)</b>
Module Title	E-Marketing
Module Syllabus no. (if any)	MKT2009
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>✓ Appraise different planning approaches and marketing environmental factors that influence e-marketing activity and discuss key stages in e-marketing development using relevant contemporary business models and appropriate e-marketing planning frameworks.</li> <li>✓ Review the similarities and differences between digital and traditional marketing concepts and applications and analyse the ways in which the Internet has changed how organisations can employ the marketing mix elements creatively in the digital environment.</li> <li>✓ Review the importance of target marketing and the emerging buyer behaviour characteristics of the online consumer and how organisations can respond to meet changing behaviour and expectations.</li> <li>✓ Analyse the major issues that influence the selection of appropriate digital media to support a e-marketing plan</li> </ul> <p><b>Subject - specific Skills</b></p> <ul style="list-style-type: none"> <li>✓ Locate academic literature and sources of business practice of applied data appropriate to the study of the commercialisation of computer-mediated environments such as the Internet and other emerging electronic media.</li> <li>✓ Interpret the business and academic literature including electronic sources of data, showing an ability to select, understand, and make use of key conceptual and business frameworks appropriate to the production digital marketing plans.</li> <li>✓ Present an argument in a clear, logical and coherent form with evidence of creative thinking, drawing on relevant theoretical and applied business practice in the field of digital marketing.</li> </ul> <p><b>Key Skills</b></p> <ul style="list-style-type: none"> <li>✓ Display reasoning, critical thinking and evaluative skills, carryout individual and group problem based assignments effectively.</li> <li>✓ Use and present information, ideas and viewpoints in respect to Internet Marketing effectively in written and verbal form. Explain concepts, theories and business practice clearly and cogently and create and sustain a substantial argument.</li> <li>✓ Apply concepts, principles and analytical techniques to the critical analysis</li> </ul>

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	of complex Internet related problems and then articulate and evaluate alternative strategies for their solution
No. of teaching hours	Lectures and seminars: 48 hours Self Directed Study: 102 hours ES1 Individual Academic Essay: 30 hours AS1 Group Written Report: 20 hours Total: 200 hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weighting	ES1- Individual Academic Essay/ 60% AS1- Written report/ 40%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>
Recommended Text	Digital marketing: strategy, implementation and practice - Chaffey, Dave, Ellis-Chadwick, Fiona, Chaffey, Dave, Pearson, 9780273746225
Additional reference texts (if any)	<ul style="list-style-type: none"> <li>• Electronic commerce: a managerial and social networks perspective - Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Springer, 9783319100906</li> <li>• Global marketing: a decision-oriented approach - Hollensen, Svend, Financial Times Prentice Hall, 9780273726227</li> <li>• Internet marketing: strategy, implementation and practice - Chaffey, Dave, Financial Times Prentice Hall, 9780273717409</li> <li>• Online marketing: a customer-led approach - Gay, Richard, Charlesworth, Alan, Esen, Rita, Oxford University Press, 9780199265855</li> </ul>
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	Using the enormous potential of digital technology as a commercial medium is challenging. Doing business in computer-mediated environment is difficult because these environments possess unique characteristics that distinguish them in significant ways from traditional, terrestrial markets. This entire new platform is still very much in its infancy and there is therefore a great deal of uncertainty in this complex commercial environment together with a lack of solid information on which to base critical business decisions. The communicative capabilities of the Internet and other related digital platforms and media are changing the way that the marketing mix can be applied to performing almost all marketing functions. This module examines the implications of this for identifying business opportunities and planning for their exploitation.
2	The module will specifically examine the following: Internet demographics and the emerging digital economy including international variances.
3	Objectives, capabilities and appropriate marketing applications of the Internet and related digital media platforms and technologies.
4	Web-based business models, disintermediation, re-intermediation and infomediaries
5	Understanding the e-consumer; motivations, expectations, global variances, information processing

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	and implications for planning and strategies.
6	New metrics for new media; towards the development of web measurement standards and current business practice
7	The skills and competencies required of the professional e-marketer.
8	Developing the e-marketing plan; situation analysis, objectives, strategy, tactics, action and control.

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