

 **Course Description**

**e-marketing**

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| **Faculty of Business Administration** | **Department of Marketing and e-commerce** |
| Course | e-marketing | Prerequisite:  |  |
| Credit Hours:3 | Theoretical:3  | Practical:0 | Course Code:  |  |

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| **Description**  |
| The course introduces the students to the nature and advantages of e-marketing compared to traditional marketing techniques with relation to consumers and organizations. It also introduces to them the requirements, structures, types and stages of e-marketing activities. In addition to that, students will be introduced to the e-marketing information systems, their operation methods, importance and characteristics. Finally, a sizable part of the course will be dedicated to the elements of e-marketing mix, including product, pricing, distribution, and electronic promotion. .  |
| **Content** |
| Lecture7: e-distributionLecture8: e-promotionLecture9: Selling in e-markets and the Tools of e-promotionLecture10: Personalization and Privacy  | Lecture1: Nature of e-marketingLecture2: Structures and Requirements of e-marketingLecture3: e-marketing Information SystemsLecture4: e-marketing MixLecture5: Product in e-marketLecture6: e-pricing  |
| **References** |
|  **English Books:** 1- Strauss J., Frost R., E Marketing. Publisher: Prentice Hall/ Pearson, 7th Edition, 2014. 2- Clarcke, Irvin, Theresa Flaherty, Advances in Electronic Marketing, IDEA Group Publishing, Hershy. London. 2005.**كتب عربية:**1- أمجدل، أحمد: مبادئ التسويق الإلكتروني، كلية إدارة الأعمال، منشورات جامعة طيبة، السعودية، 2010. 2- غدير غدير، باسم: التسويق الالكتروني، كلية الاقتصاد، منشورات جامعة تشرين، 2017.3- العديلي، مبروك: التسويق الإلكتروني، دار أمجد للنشر والتوزيع، عمان، 2015.  |