

**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-distribution  Lecture8: e-promotion  Lecture9: Selling in e-markets and the Tools of e-promotion  Lecture10: Personalization and Privacy | Lecture1: Nature of e-marketing  Lecture2: Structures and Requirements of e-marketing  Lecture3: e-marketing Information Systems  Lecture4: e-marketing Mix  Lecture5: Product in e-market  Lecture6: 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. | | |