

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Department of Business Administration)**

**E-MARKETING (8529)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

This packet comprises the following material:

1. Text Book
2. Course Outlines
3. Assignments 1 & 2
4. Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (address given below).

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**(Department of Business Administration)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: E-Marketing (8529)**

**Semester: Autumn 2013**

**Level: MBA (2½ Years)**

**GUIDELINES FOR ASSIGNMENT No. 1 & 2:**

You should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. You should also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

**ASSIGNMENT No. 1**

**Total Marks: 100**

**(Units: 1–5)**

**Pass Marks: 50**

- Q.1 e-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically via Internet. Although e-marketing has brought various benefits, but marketing through internet is not free from challenges. Highlight the benefits of e-marketing in detail. **(20)**
- Q.2 Marketing strategies offer an effective blend of 4Ps (product, price, place and promotion). However, additional 4Ps (peoples, process, physical evidence and partnership) also have significance for emarketing. Discuss the significance of these additional 4Ps with reference to Pakistani environment? **(20)**

- Q. 3 How online revenue models are different from digital communication Models? Discuss their distinguishing features in detail? (20)
- Q. 4 Information Technology (IT) has pervasive influence on all domains and functional areas of business. Organizations are taking full advantage of IT by incorporating latest tools and techniques in their operations. Discuss the importance of Interactive Digital TV and Digital Radio for emarketers with reference to Pakistani environment? (20)
- Q. 5 Why is it important for a marketer to understand the changing customers' expectations? Explain the link between understanding customer expectations and relationship marketing? (20)

**ASSIGNMENT No. 2**  
**(Total Marks: 100)**

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

**List of Topics**

0. Pricing strategy in electronic environment
1. E-marketing programme
2. E-marketing strategy
3. Traffic building options
4. Viral marketing
5. E-CRM
6. Online buying process
7. Website copy writing process
8. Search engine marketing
9. Security challenges in electronic environment

## **COURSE OUTLINE**

**Course: E-Marketing**  
**Level: MBA (2 ½ Years)**

**Course Code: 8529**  
**Credit Hours: 03**

- Unit – 1: Introduction to E-Marketing**
- 1.1 E-Marketing Concepts
  - 1.2 Benefits and Challenges of E-Marketing
  - 1.3 SOSTAC Planning for E-Marketing
  - 1.4 New MarketSpace Characteristics
  - 1.5 Kinds of Collaboration of Marketplace Members
  - 1.6 Concepts and Differences Between E-Commerce, E-Business, and E-Marketing
  - 1.7 Basic E-Marketing Objectives
  - 1.8 E-Strategy
- Unit – 2: E-Marketing Remix**
- 2.1 Introduction to Marketing Mix
  - 2.2 Marketing Mix and E-Marketing Plan
  - 2.3 Effect of Online World on Marketing Mix: Beyond the Mix
  - 2.4 Product
  - 2.5 Price
  - 2.6 Place
  - 2.7 Promotion
  - 2.8 People
  - 2.9 Physical Evidence
  - 2.10 Processes
  - 2.11 Partnerships: An Extra ‘P’
- Unit – 3: E-Marketing Models**
- 3.1 Existing and New E-Models
  - 3.2 Drivers and Required Actions of New Models
  - 3.3 E-Marketplace Models
  - 3.4 Online Revenue Models
  - 3.5 Digital Communication Models
  - 3.6 Models for Evaluation of Communications Effectiveness
  - 3.7 Web 2.0 & Social Network Models
  - 3.8 Customer Buying Models
  - 3.9 Online Customer Information Processing
  - 3.10 New Loyalty Models for Online Marketinb
- Unit – 4: Online Marketing Tools**
- 4.1 E-Tools and Their Importance
  - 4.2 Technology Advancements
  - 4.3 Interactive Digital TV

- 4.4 Digital Radio
- 4.5 Mobile Devices in Online Marketing Context
- 4.6 Interactive KIOSKS
- 4.7 Complexities of Integrated Digital Channels
- 4.8 Convergences & Integration of E-Tools

**Unit – 5: E-Customers**

- 5.1 Understanding the Changing Customers' Expectations
- 5.2 Customer's Motivation, Online Expectations, Fears & Phobias etc.
- 5.3 Online Buying Process
- 5.4 Online Information Processing
- 5.5 Online Relationship Marketing
- 5.6 Promoting and Building Online Communities
- 5.7 B2C and B2B Customer Profiles
- 5.8 Research Online Marketing Effectiveness
- 5.9 E-Customers Changing Behavior Patterns & Future

**Unit – 6: Effective Website Design**

- 6.1 Integrated Website Design
- 6.2 Online Value Proposition (OVP)
- 6.3 Customer Oriented Website Design
- 6.4 Dynamic Site Design & Personalization
- 6.5 Aspects of Aesthetic Design
- 6.6 Designing Page Layout
- 6.7 Website Copy Writing Practices
- 6.8 Navigation, Structure, and Interaction

**Unit – 7: Building the Right Traffic and Digital Communication Channels**

- 7.1 Traffic Building Options
- 7.2 Search Engine Marketing (SEM)
- 7.3 Online PR
- 7.4 Online Partnerships
- 7.5 Opt-in E-mail
- 7.6 Interactive Advertising
- 7.7 Viral Marketing
- 7.8 Offline Traffic Building
- 7.9 Controlling and Resourcing Traffic Building

**Unit – 8: Online Customer Relationship Management**

- 8.1 Importance of E-CRM
- 8.2 Relationship Marketing & Contact/Communications Strategies
- 8.3 Database Marketing
- 8.4 New Media and CRM

- 8.5 Profiling
- 8.6 Personalizing Websites, Opt-in Email, Prices & Promotions
- 8.7 E-Mail Marketing and E-Newsletters
- 8.8 Developing Control Strategy & Database Cleaning
- 8.9 E-CRM Plan

**Unit – 9: E-Business**

- 9.1 Introduction and Components of E-Business Architecture
- 9.2 Buy-Side, In-Side, & Sell-Side E-Business Links
- 9.3 Buy-Side Applications: Opportunities and Marketing Relevance
- 9.4 In-Side Applications: Opportunities and Marketing Relevance
- 9.5 Sell-Side Applications: Opportunities and Marketing Relevance
- 9.6 Elements of Creating the E-Business
- 9.7 E-Business Success & Failure
- 9.8 E-Business Security Challenges

**Recommended Books:**

Chaffey, D., & Smith, P. R. (2008). *EMarketing Excellence: Planning and Optimizing Your Digital Marketing* (3<sup>rd</sup> ed.). Oxford, UK: Butterworth-Heinemann, Elsevier.

Stokes, R. (2009). *EMarketing: The Essential Guide to Online Marketing* (2<sup>nd</sup> ed.). South Africa: Quirk eMarketing Ltd.

