

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 281

Credits: 3

Course Title: Principles of Internet Marketing

Course Description: Introduces students to Internet marketing. Discusses how to implement marketing programs strategically and tactically using online communications tools. Teaches e-marketing strategies. Lecture 3 hours per week.

General Course Purpose: The Internet, since its inception in 1969, and other information technologies have created many interesting and innovative ways to provide customer values. Web sites for marketing communication and customer support are important strategies in today's online environment. Communicating via social media, social networks (such as Facebook and LinkedIn), and online communities (such as You Tube, Twitter, etc.) give consumers the opportunity to be "heard" in large numbers. Smart marketers have learned how to tap into these "citizen journalists" for improving products and marketing communication.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Explain how the Internet can be used for primary and secondary research;
- b. Comprehend the e-marketing context: e-business models, performance metrics, and role of strategic planning;
- c. Describe several technological, legal, and ethical issues regarding Internet use;
- d. Describe marketing strategies of segmenting, targeting, positioning, and differentiation;
- e. Describe the consumer exchange process online and its outcomes;
- f. Identify how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's e-marketing strategy;
- g. Evaluate several customer relationship management (CRM) strategies using Internet technology; and
- h. Recognize how several industries use the Internet in their business.

Major Topics to Be Included:

- a. e-Marketing environment
- b. e-Marketing today, past, and future
- c. e-Marketing and performance metrics
- d. Overview of global e-marketing issues
- e. Ethical and legal issues in e-marketing
- f. The e-marketing plan that includes: e-Marketing research, e-Marketing management, and e-Marketing strategies

Date Created/Updated (Month, Day, and Year): January 18, 2019