COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 257, INTERNET MARKETING

COURSE TITLE: Internet Marketing
COURSE NUMBER: BUSN 257
SCHOOL: Business
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF LAST REVISION: Fall, 2013
EFFECTIVE DATE OF THIS REVISION: Fall, 2014

CATALOG DESCRIPTION: Provides an introduction to the Internet as a marketing strategy including product, pricing, communications, and distribution considerations. Profiles Internet users and market segments and reviews the Internet as a primary and secondary marketing research tool as well as a relationship-marketing tool.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Illustrate the Internet as a tool for mass customization.
2. Choose appropriate Internet business models for marketing communication and revenue generation.
3. Apply marketing concepts (i.e., adopter categories, product life cycle, market segmentation, and decision making process) to Internet marketing.
4. Discuss the use of the Internet for primary and secondary marketing research.
5. Judge Internet product strategies including differentiation, branding, and positioning.
6. Distinguish the factors putting downward pressure on Internet pricing and general pricing strategies for Internet marketing.
7. Explain how the Internet has both shortened and lengthened distribution channels and changed channel leadership and power.
8. Compare the advantages and disadvantages of electronic retailing.
9. Propose Internet implications for sales promotion, advertising, personal selling, public relations, customer service, and relationship marketing.
10. Evaluate web site effectiveness, plan a web site, and measure audiences.
11. Discuss ethical, legal, and security issues for Internet marketing.
12. Describe marketing environmental factors for Internet marketing.
13. Examine the importance of tracking Internet user behavior.
COURSE CONTENT: Topical areas of study include -

Customer characteristics and behavior
Market segmentation using the Internet
Different business models for marketing communication and revenue generation
The Internet as a primary and secondary research tool
Marketing plan for the Internet
Strategies for differentiation, branding, and positioning
Internet pricing strategies
Distribution and the Internet
Customer relationship management
Sales promotion, advertising, personal selling, public relations, and customer service on the Internet
Legal and ethical issues of the Internet
Plan a web site

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