SYLLABUS

E-marketing

M K T G 4 1 6

(F A L L S e m e s t e r 2 0 1 2 / 2 0 1 3)

The American University in Cairo

School of Business

Department of Management

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Office number: BEC 2002
Office hours: Sundays & Wednesdays (5:00 pm – 6:00 pm and by appointment)
Telephone: (0100) 213-7473 and (2615-3274)
e-mail address: hegazy@aucegypt.edu

Course Prerequisites: MKTG 302

Vision of the School of Business
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

Mission of the School of Business
The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference.

Mission of the Department of Management
Our mission is to develop business leaders who are dedicated to the betterment of society by providing a high quality business education to top caliber students from all segments of Egyptian society as well as from other countries while focusing on continuous improvement and a commitment to excellence in learning, intellectual contributions and service.

In support of this mission the department:

• Provides a high quality contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
• Provides programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork
• Provides a learning environment that fosters faculty/student communication and promotes lifelong learning and career development
• Encourages faculty development activities that improve teaching, maintain competence and that keep faculty current with ideas and concepts in their field.
• Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.
**Course Description**

The internet and other information technologies have created many interesting and innovative ways to provide customer value since its inception in 1969. Web sites for marketing communication and customer support; one-to-one communication to many different receiving devices; consumer behavior insights based on offline and online data combination; inventory optimization through CRM-SCM integration; a single-minded focus on ROI and associated performance metrics are all important strategies. The social media provide perfect platforms for connecting with today’s consumer: High readership blogs, social networks (such as Facebook and LinkedIn), and online communities (such as YouTube, Twitter and Second Life), gave consumers the opportunity to be heard in large numbers, and smart marketers have learned how to tap into these “citizen journalists” for improving products and marketing communication.

You will learn all about these strategies and more in this course. The course uses a mix of lecture/discussion, interesting individual and group projects, outside speakers, and exams. Prepare for an exciting and dynamic learning experience.

**General Course Learning Objectives**

2. Describe several technological, legal and ethical issues regarding internet use.
3. Describe marketing strategies of segmenting, targeting, positioning, and differentiation.
4. Describe the consumer exchange process online and its outcomes.
5. Know how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's E-Marketing strategy.

**Course Projects and Evaluation: How to Achieve the Learning Objectives**

More information is at the end of this syllabus.

1. **Class participation.** This includes several small tasks, attendance and attentiveness during class. This part of the grade depends on the quality of your contributions.
2. **E-Marketing Brief (individually).** Prepare a 2 page “white paper” on a cutting edge topic of interest to you and of value to local businesses.
3. **E-marketing strategy analysis (in team).** Analyze company engaging in e-marketing and present your findings to the class.
4. **Three exams.** There will be three exams covering E-Marketing and other assigned readings.

**Grading:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Course Exams (THREE exams)</td>
<td>30%</td>
</tr>
<tr>
<td>E Marketing brief: Article Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>GROUP Project</td>
<td>30%</td>
</tr>
<tr>
<td>Group Project Presentation</td>
<td>20%</td>
</tr>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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TOTAL                            100%

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**Required reading**

**Attendance:** The 10% Attendance and Participation usually make a lot of difference in the Final Grade. Therefore, students should be carefully monitoring their attendance. Work and Business-Related Excuses will only be accepted if the Instructor is informed about them in advance.

**The University Academic Integrity Policy**

All students are expected to agree to and comply with the University Academic Integrity Policy which states

“The Valuing the concepts of academic integrity and independent effort, the American University in Cairo expects from its students the highest standards of scholarly conduct. The University community asserts that the reputation of the institution depends on the integrity of both faculty and students in their academic pursuits and that it is their joint responsibility to promote an atmosphere conducive to such standards.”

Detailed information about the University Academic Integrity Policy may be found in the University Catalog and on the University Web site [www.aucegypt.edu](http://www.aucegypt.edu)
## MKTG 416 Class Schedule Fall 2012

<table>
<thead>
<tr>
<th>Week</th>
<th>Agenda, Readings and Assignments</th>
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</thead>
<tbody>
<tr>
<td><strong>Week 1</strong>&lt;br&gt;September 2&lt;sup&gt;nd&lt;/sup&gt; &amp; 5&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Class introduction and Preview&lt;br&gt;Introduction to E-Marketing &amp; Group Project formation&lt;br&gt;<strong>Required Readings:</strong>&lt;br&gt;  - Chapter 1: Past, Present, and Future&lt;br&gt;  - Check <a href="http://www.emarketer.com/">http://www.emarketer.com/</a> for current articles on all topics</td>
</tr>
<tr>
<td><strong>Week 2</strong>&lt;br&gt;September 9&lt;sup&gt;th&lt;/sup&gt; &amp; 12&lt;sup&gt;th&lt;/sup&gt;</td>
<td>E-Marketing Strategy and Planning&lt;br&gt;<strong>Required Readings:</strong>&lt;br&gt;  - Chapter 3: The E-Marketing Plan</td>
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<tr>
<td><strong>Week 3</strong>&lt;br&gt;September 16&lt;sup&gt;th&lt;/sup&gt; &amp; 19&lt;sup&gt;th&lt;/sup&gt;,</td>
<td>E-Marketing Environment&lt;br&gt;<strong>Required Readings:</strong>&lt;br&gt;  - Chapter 4: Global Markets&lt;br&gt;  - Chapter 5: Ethical and Legal Issues</td>
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<tr>
<td><strong>Week 4</strong>&lt;br&gt;September 23&lt;sup&gt;rd&lt;/sup&gt; &amp; 26&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Research and Metrics&lt;br&gt;<strong>Required Readings:</strong>&lt;br&gt;  - Chapter 2: Strategic E-Marketing and Performance Metrics&lt;br&gt;  - Chapter 6: Marketing Knowledge&lt;br&gt;<strong>Articles Presentations (2)</strong></td>
</tr>
<tr>
<td><strong>Week 7</strong>&lt;br&gt;Sunday October 14&lt;sup&gt;th&lt;/sup&gt;,</td>
<td>EXAM 1</td>
</tr>
<tr>
<td><strong>Week 8</strong>&lt;br&gt;October 21&lt;sup&gt;st&lt;/sup&gt; &amp; 24&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Product and Pricing&lt;br&gt;<strong>Suggested Readings:</strong>&lt;br&gt;  - Chapter 10 - Product: The Online Offer&lt;br&gt;  - Chapter 11 - Pricing: The Online Value&lt;br&gt;  - “Online Pricing Strategy Approaches.” Dave Chaffey’s site: <a href="http://www.davechaffey.com/">http://www.davechaffey.com/</a></td>
</tr>
</tbody>
</table>
| Week 9 | November 4th & 7th | The Internet for Distribution  
Suggested Readings:  
- Chapter 12 - The Internet for Distribution  
  CNNMoney.com, June 3, 2008: “Cisco e-commerce study reveals mobile phone to be new 'fourth channel' for revenue.”  
- Bradley, Bartlett & Weber, "Retail Shopping in 2007: The Net versus the Mall" (HBR)  
  o Internet Retailer ([http://www.internetretailer.com/](http://www.internetretailer.com/)) |
|---|---|---|
| Week 10 | November 11th & 14th | E-Marketing Communication  
Suggested Readings:  
- Chapter 13 - E-Marketing Communication Tools  
  - Interactive Advertising Bureau for white papers and standards on online advertising ([http://www.iab.net/](http://www.iab.net/))  
Participation Grade Booster:  
Identify and describe 3 cutting edge advertising formats supporting the Web or mobile content (e.g., Google Gadgets).  
Articles Presentations (2) |
| Week 11 | November 18th & 21st | E-Marketing Communication Continued: Search Engine Marketing  
Suggested Readings:  
- Google’s “Search Engine Optimization Starter Guide” (search for current location)  
- Google’s Ad Words program (search for current link)  
Participation Grade Booster:  
- Review the university’s home page for meta tags. Bring a copy of all you find and tell whether or not they describe the site well.  
Articles Presentations (2) |
| Week 12 | November 28th | EXAM 2 |
| Week 13 | December 2nd & 5th | Online Media (Social Media focus)  
Suggested Readings:  
- Chapter 14 - New Digital Media  
  - “50 Social Sites That Every Business Needs a Presence on.” Inside CRM Editors on January 28, 2008. ([www.insidecrm.com](http://www.insidecrm.com) and Appendix B)  
  - Note: add current readings on social networking traffic or suggest that students visit technorati.com to evaluate top blogs and traffic. |
| Week 14 | December 9th & 12th | Projects Presentations will take place during the Last Week of the semester. |
| | | EXAM 3 is during the Final Examination Period |
The Concept behind
E-marketing strategy analysis Group Project (in team).
Analyze company engaging in e-marketing and present your findings to the class.

The E-Marketing Strategy Analysis Outline Guidelines

The Executive Summary

1. Company Background & Overview
2. Description of the E-Marketing Function at the Company
3. Analysis of the E-Marketing Function at the Company
4. Conclusion
5. Recommendations

Appendices
The Company Name: ______________________________

Group Members Names:
1_________________________________________________________
2_________________________________________________________
3_________________________________________________________
4_________________________________________________________
5_________________________________________________________
6_________________________________________________________

Group Contact (in cases of emergencies):
Name of the Contact: ______________________________
Telephone Number: ______________________________
Email Address: ______________________________
Name: ____________________________________________________________

AUC ID#: ___________________. Cell Phone: _________________________

E-mail Address: __________________________________________________

Years at AUC? ___________________________________________________

What Marketing Courses did you take until now?
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________________________________________________________________
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Any Personal Message you want to convey to the Instructor at the beginning of the semester that he should consider?

( ) No, Thank You.  ( ) Yes, Please state the message below.
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________________________________________________________________
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________________________________________________________________

EXTREMELY IMPORTANT PLEASE NOTE:
TO HELP RECOGNIZE STUDENTS NAMES WITH FACES, PLEASE SUBMIT YOUR SPS WITH A COLOR PICTURE STAPLED AT THE TOP RIGHT CORNER OF THIS SHEET.