THE AMERICAN BUSINESS SCHOOL — PARIS

MKTG315: DIGITAL MARKETING & WEB ANALYTICS

COURSE NUMBER : MKTG 315	CREDITS : 3
PREREQUISITE : MKTG 210	ECTS CREDITS : 6
OFFERED : FALL	SEMESTER HOURS : 45

COURSE DESCRIPTION:
Students may be curious about the terminologies E-Marketing, E-commerce and E-Business. These terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper e-business infrastructure, e-commerce will fail. E-commerce encompasses the whole value chain activities of a business and organization. If done right, it will help in speed up processes, reduce costs of business expenses, and also generate an increase in ROI. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks.

E-Marketing is the marketing strategies used with digital technologies mixed with traditional and new philosophies of marketing to build profitable customer relationships (preferable using online digital technologies) The course will use the book Emarketing Excellence as well as other resources to guide students as to how to develop an e-commerce strategy and finally build and market their own website as a final project. Through this course, students will develop a capacity to understand the potential of Ecommerce and its key drivers. They would be made aware of strategic questions raised to business managers so as to have personal perspective on these issues.

COURSE OBJECTIVES:
- To understand and learn key concepts and definitions pertaining to E-Marketing and E-Commerce
- To be able to understand project implementation, online consumer behavior, and the changing nature of digital technologies
- To be aware of the important challenges facing business managers regarding change management in E-Business and E-commerce.

EXPECTED LEARNING OUTCOMES:
Upon completion of this course, students should be able to:
- To be clearly define E-Marketing in its proper context with regards to long term online customer relationship building and profit making
- To be able to assess the online supply chain management of any given business infrastructure
- To be able to analyze the online consumer behavior and trends
- To be able to build a website and construct a business proposal complete with a feasibility study, projection of expected sales and profits, and web site structure and design