

COURSE SYLLABUS

COURSE TITLE:	Global and E-Marketing	COURSE CODE:	MKTG 578
PREREQUISITES:	Marketing	SEMESTER:	SPRING 2017
INSTRUCTOR:	Mr. Baber MIRZA	CREDITS:	3
EMAIL:	bmirza@groupe-igs.fr	SCHEDULE:	Fridays 8h30-11h30

COURSE DESCRIPTION:

A series of lectures and workshops focusing on the impact of globalization with respect to e-commerce activities and how organizations, commercial, governmental, or otherwise can profit from the knowledge of culture, economics, marketing and PR, and research. The series of lectures will focus on various topics such as global marketing, digital marketing, legal and political issues of e-marketing, supply chain disintermediation and re-intermediation, mobile marketing in developing nations, and e-education.

Other topics to be discussed through the use of case studies will be Conversion Psychology (converting website visitors to customers), designing online brands, online reputation management and social networking, e-tailing, and the challenges of competing in the digital age with respect to market dynamics.

COURSE OBJECTIVES:

- To compare and contrast modern technologies, economies, culture, and skills in order to understand how we can engage in global marketing through e-commerce activities
- To analyze reasons for the incline in the interest in e-commerce activities in developing nations.
- To help re-introduce the concept of branding, marketing research, and explain digital branding strategies and online surveys for different countries.
- To ensure that students understand the concept GLOCALization and how companies should consider different e-tailing (online retailing) strategies for different countries (or a cluster of nations).
- To prepare two different sets of websites for two international audiences as part of the final project. This will also be supplemented with a business proposal highlighting the differences in business cultures and customer orientations with a highlight on website design and structure.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the nature of building an international strategy for Marketing their online business,
- Understand the nuances of tackling various international and cultural issues when it comes to developing online campaigns
- Get in tune with the latest online marketing techniques

MANDATORY TEXTBOOK:

None

All notes will be provided in class

EVALUATIONS:

The final grade will be determined as follows:

- 30% Case studies
- 30% Quiz
- 40% Final project

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 3-Feb	4Ps of marketing – Kotler Digital marketing – Dave Chaffey	A recap of marketing principles, and brief discussion on global marketing. This will be followed by a lecture on Digital marketing and the socio-economic / cultural impact of e-commerce on marketing.
Session 2 10-Feb	Consumer Behavior- Dave Chaffey	Product Management and branding – Rebranding for the Internet and international audiences. With respect to e-marketing, topics such as integrated marketing
Session 3 17-Feb	Conversion Psychology Source: Conversion Psychology (ebook) by Gregory Ciotti	Consumer behavior, consumer and conversion psychology. Use of online marketing tactics to understand the behavior of international users, and how we can use e-marketing tactics to convert consumers into regular buyers.
Session 4 3-Mar	Video Case Studies The Mentor – Swagbucks	We will work on 2 case studies based on the videos we watch – This will be graded
Session 5 10-Mar	Emarketing by Rob Stokes	Marketing research, and market dynamics of emerging economies. In this session, we will talk and discuss about the methods of marketing research using online resources,

		marketing observations of differences and difficulties of online marketing dynamics varying across cultures and societies.
Session 6 17-Mar	Disintermediation- Amazon Case study	In this session, we will discuss the issue of disintermediation, and re-intermediation of stakeholders in the value chain network. We will also look into how e-tailers (online retailers) used intermediation tactics to reduce cost, and optimize operational activities. E.g. Amazon.
Session 7 31-Mar	Legality and Law	Legal issues, ethics, and cultural taboos. Discussion on managing digital copy rights, DRM (digit rights management)
Session 8 7-Apr	Video – Agile Marketing in the real world	A brand new topic for Marketig – Agile marketing and development
Session 9 Saturday 8- Apr	Mobile Marketing – Kenneth Laudon	Mobile marketing and mobile commerce. A giant leap for services such as banking and fund transfer. How emerging economies and developing nations are leveraging the strong points of mobile commerce to benefit consumers who don't have access to internet or computers.
Session 10 14-Apr	eSCM – Dave Chaffey	We will learn about Supply chain management and e-procurements
Session 11 21-Apr	Sharing Economy – Uber Case study	What is the sharing economy with respect to digital productions
Session 12 12-May	Final Exam	Final exam will be open book and open notes