BERGEN COMMUNITY COLLEGE
DIVISION OF BUSINESS, PERFORMING ARTS AND SOCIAL SCIENCES
BUSINESS ADMINISTRATION AND HOTEL/RESTAURANT MANAGEMENT

BUS 210 E-MARKETING
Syllabus

Course Description	E-marketing explores the use of the Internet, World Wide Web, and online social networking on the marketing of goods, services, and ideas. Topics include identification of web-based marketing goals; selection of the appropriate Web-based marketing strategy; conducting primary and secondary marketing research; Web-design criteria; Web-based advertising techniques; and revenue streams. Students will develop and integrated Internet marketing plan, including development of a Web presence, for an organization.
Credits/Hours	3 lecture, 0 lab, 3 credits
Prerequisites	BUS 101 or BUS-115 or BUS 170 or BUS 201
Required Textbook	E-Business Marketing, Albert & Sanders. Prentice Hall, 2010.
Optional	
Other Instructional Materials	Publisher's website: http://myphlip.pearsoncmg.com/ provides many supplemental activities such as current events, online study guide, Internet activities. The Sidney Silverman Library has extensive resources, both print and electronic, which support Business. There is also virtually unlimited relevant business information available on a variety of websites.
Faculty Resources	- Instructor's Manual - PowerPoint presentations (online) - Test Item File (Print and computerized) - Faculty access to publisher's website provides online instructor's manual, answers to current events and Internet activities, etc. There is also a facility for putting the course outline online. Follow the login instructions on the website. http://myphlip.pearsonmg.com/ - Faculty are encouraged to utilize the college's WebCT system for asynchronous course discussion. They may also build websites of instructional materials using the WebCT system. For assistance contact the Center for Instructional Technology http://www.bergen.edu/CIT/
Student	In addition to the resources mentioned above students should be

Resources	encouraged to make full use of the Sidney Silverman Library (in person and online at http://www.bergen.edu/library/), the Tutoring Center (available in person in room S-118 and online at http://www.bergen.edu/library/learning/tutor/), the Writing Center (available in person room C-110 and online at http://www.bergen.edu/library/learning/write/)
Student Learning Outcomes	After successfully completing all course activities, the student will be able to: 1. Identify and describe the components of the marketing mix; 2. Explain how to adapt traditional marketing methods to an e-business; 3. Differentiate between B2B, B2C, C2B, and C2C marketing strategies; 4. Research and evaluate e-business opportunities and identify issues involved in starting a pure e-business or expanding a brick and mortar into a click and mortar small business; 5. Describe the main components of customer relationship management and evaluate methods of incorporating CRM into e-marketing plans; 6. Identify and analyze the components of an e-marketing strategy; 7. Calculate and analyze alternative e-marketing strategy costs and estimate rates of return.
Course Content	After introductory topics are covered instructors are expected to utilize the case study method and/or team and individual projects in exploring subsequent topics. Time must be allowed for students to make presentations of case studies and marketing plans. 1. Overview of E-Business Marketing 2. The Market Mix 3. B2B, B2C, C2B and C2C E-businesses 4. Analyzing Marketing Opportunities and Threats 5. Value Types 6. E-communication Models 7. Developing Marketing Goals 8. Stakeholders in the Marketing Strategy 9. Market Research 10. Customer Relationship Management 11. Pricing Considerations 12. International Considerations
Course Activities	Faculty are encouraged to use a variety of instructional techniques to encourage student learning. Research on learning shows that the straight lecture technique is not particularly effective. Lecture segments should

	be kept to a maximum of 20 minutes and be interspersed with other learning activities such as demonstrations, question and answer, class discussion, group learning projects, student presentations, etc. In order to meet the needs of diverse learners faculty are encouraged to supplement lectures with transparencies or Power Point. (Note: if not assigned to a room already equipped with technology, portable teaching stations equipped with a laptop computer and projection systems are available from the library. Also, all classrooms have an Internet connection) Given the nature of this course Faculty are expected to incorporate use of the Internet in their assignment and projects. Student have ample access to all Microsoft Office software so students can be required to word process any work submitted, as well as develop PowerPoint presentations of Excel worksheets. There are many types of projects that are excellent learning activities for Internet Marketing students. Some examples of projects that can be assigned to individuals or groups are: • Given a particular scenario, develop a marketing plan • Follow one e-company for a period of time and analyze their marketing strategy • Compare various e-marketing strategies • Create a marketing plan for a new e-product • Develop a marketing plan for opening a small e-business • Research the resources available for e-marketers • Develop a cost comparison for various e-marketing strategies
Grading and Assessment	Eventually, the Business Department will establish one or more assessment measures that students in every section of E-Marketing must complete. Faculty will be required to incorporate these into their assessment plan. For now, faculty may choose the methods by which they will assess student learning. **Faculty are encouraged to use multiple methods of assessment and to assess student learning frequently**. A midterm and final exam are insufficient measures of student learning. Some examples of assessment methods are: • Daily or weekly short quizzes • Unit exams (multiple choice and/or essay – a mix is best) • Student presentations, group or individual (a topic from the text,

	results of research, etc.); • Research reports or term papers either group of individual • Marketing plans • Case studies Class participation (Note: class participation grades cannot be based solely on attendance; they must reflect participation in discussion, responses to questions, etc., and should be recorded in the instructor's grade book.)
Course Policies	There are current no department course policies for E-Marketing
Final Grade Calculation	There are currently no departmental policies on final grade calculation for E-Marketing

7/15/10