J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 281   **Credits:** 3

Course Title: Principles of Internet Marketing

Course Description (including lecture hours, lab hours, total contacts)
Introduces students to the Internet, Internet marketing, and the World Wide Web. Discusses how to implement marketing programs strategically and tactically using online communications tools. Teaches e-marketing strategies; the conduct of competitive, demographic, and psychographic research; the assessment and management of organizational communication; how news cycles on the Internet differ from traditional media; and how the Internet affects how we live, consume, and work. Lecture 3 hours per week.

General Course Purpose
The internet and other information technologies have created many interesting and innovative ways to provide customer values 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 Face book and LinkedIn), and online communities (such as You Tube, Twitter, and Second Life), give 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.

Course Prerequisites/Corequisites (E*ntry-level competencies **required** for enrollment*)
None

Course Objectives (Each item should complete the following sentence.)
Upon completing the course, the student will be able to:

   a. Explain how the internet is used for primary and secondary research.
   b. Understand the E-Marketing context: e-business models, performance metrics, and role of strategic planning
   c. Describe several technological, legal, and ethical issues regarding internet use
   d. Describe marketing strategies of segmenting, targeting, positioning, and differentiation
   e. Describe the consumer exchange process online and its outcomes
   f. Know how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's E-Marketing strategy
   g. Evaluate several customer relationship management (CRM) strategies using internet technology
   h. Understand how several industries use the internet in their business

Major Topics to be Included

    a. E-Marketing Environment
    b. E-Marketing Today, Past and Future
    c. E-Marketing and Performance Metrics
    d. The E-Marketing Plan
    e. Overview of Global E-Marketing Issues
    f. Ethical and Legal Issues
    g. E-Marketing Research
    h. E-Marketing Management
    i. E-Marketing Strategy

Effective Date of Course Content Summary: August 28, 2008