

Dakota County Technical College

MKTC 2505: E-Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Course provides an overview of electronic commerce by examining and evaluating tactics of businesses utilizing the internet and other electronic media as part of their marketing mix. A review is made of Web technology trends and e-commerce strategies. Prerequisites: None.

B. COURSE EFFECTIVE DATES: 08/20/2007 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. define blogging
2. define customer characteristics and behavior
3. define customers in the 21st Century
4. define e-business
5. define e-marketing
6. define rules for e-marketing
7. define the challenges of e-marketing
8. define the ethics of online research
9. define the opportunities of e-marketing
10. define web markets
11. discuss consumer navigation behavior
12. discuss online focus groups
13. explain e-marketing data
14. explain mobile marketing
15. explain the e-business product and price distribution
16. explain the electronic marketing information system
17. explain the process of e-marketing communications
18. identify how e-marketing is different than the internet
19. identify marketing plan tasks in e-marketing
20. discuss multiple channels
21. discuss product strategies for e-marketing
22. discuss user experience (UX)
23. explain personal URLs
24. identify information architecture (IA)
25. define how to create customer relationships on the web
26. define online video
27. define search optimization
28. discuss e-marketing's roles in IMC
29. discuss how to create an e-marketing plan
30. discuss pricing on the internet
31. discuss the distribution channels online
32. explain e-business distribution models
33. explain the concept of the web as a medium
34. explain the marketing communications strategies on the web
35. explain venture capital e-marketing plan
36. define how new technology affects the dissemination of information to consumers
37. develop marketing analysis for the web
38. discuss distribution technology used on the web
39. discuss international issues when promoting on the web
40. discuss jurisdiction issues on the web
41. discuss pricing technology used on the web
42. explain copyrighting, trademarks, patents, licenses in relation to the web
43. explain how to conduct a webcast
44. explain latest trends in social media

45. explain laws used on the web
46. explain pattern libraries
47. explain privacy and ethics in relation to the web
48. explain the use of database marketing in e-marketing plans

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted