

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G450	E-Marketing	8	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to explain the processes and systems of E-marketing using diverse sector and company practice examples.
Content	<ul style="list-style-type: none"><li>- Introduction</li><li>- Strategic E-marketing and performance measures</li><li>- E-marketing plan and content marketing</li><li>- Global E-marketing</li><li>- User design, Mobil design and web design</li><li>- E-marketing research, CRM and Data analysis</li><li>- E-consumer</li><li>- SEO-SEM</li><li>- Online Advertising</li><li>- Affiliate Marketing</li><li>- Social Media and SM Strategies</li><li>- Online reputation management</li><li>- Mobil marketing</li><li>- E-marketing and Social responsibility</li></ul>
References	<ul style="list-style-type: none"><li>- Judy Strauss and Raymond Frost. E-Marketing. Upper Saddle NJ: Prentice Hall.</li><li>- Integrating Online and Offline Strategies. M. L. Roberts, 2nd edition Thomson/Atomic Dog Publishing, 2007, ISBN 13: 978-0-759-39278-6.</li><li>- Reichheld, F. F. &amp; Scheffer, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113</li></ul>

## Theory Topics

<b>Week</b>	<b>Weekly Contents</b>
1	Introduction
2	Strategic E-marketing and performance measures
3	E-marketing plan and content marketing
4	Global E-marketing
5	User design, Mobil design and web design
6	E-marketing research, CRM and Data analysis
7	E-consumer
8	SEO-SEM
9	Online Advertising
10	Affiliate Marketing
11	Social Media and SM Strategies
12	Online reputation management
13	Mobil marketing
14	E-marketing and Social responsibility