

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G450	E-Marketing	6	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	- Introduction - Strategic E-marketing and performance measures - E-marketing plan and content marketing - Global E-marketing - User design, Mobil design and web design - E-marketing research, CRM and Data analysis - E-consumer - SEO-SEM - Online Advertising - Affiliate Marketing - Social Media and SM Strategies - Online reputation management - Mobil marketing - E-marketing and Social responsibility
References	- Judy Strauss and Raymond Frost. E-Marketing. Upper Saddle NJ: Prentice Hall. - Integrating Online and Offline Strategies. M. L. Roberts, 2nd edition Thomson/Atomic Dog Publishing, 2007, ISBN 13: 978-0-759-39278-6. - Reichheld, F. F. & Schefter, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113

Theory Topics

Week	Weekly Contents
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