Course Name: Internet Marketing

Course Number: BMK* 216

Credits: 3

Catalog description: This course introduces the student to the world of e marketing, including websites, blogs, newsletters, email and more. Using a combination of structured course content, in-class web experiences and outside exercises, the class will focus on adopting and optimizing Internet marketing tools. Drawing from business research and best-in-class examples of successful e-marketing, the course will give students a practical perspective on how institutions and businesses can take advantage of e-marketing, as well as the real, results-driven aspects of e-business. A goal of the course is to keep pace with the latest strategies and developments in this field.

Prerequisite, Corequisite, or Parallel: English 092

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

☒ **BUS**   **Business elective**

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:
1. Describe e marketing
2. Explain the variety of e marketing tools
3. Explain the fundamentals of website design and promotion
4. Evaluate the effectiveness of websites and other internet marketing tools

5. Describe how to "monetize" an e marketing concept
6. Appreciate the sophistication of e commerce business models
7. Understand he legal and ethical responsibilities of w marketing
8. Conceive a website idea and build a corresponding business model
9. Demonstrate how to use basic internet marketing tools websites, blogs, newsletters, etc.
10. Use search engine optimization (SEO) and search engine advertising (SEA)
11. Know how to obtain URLS
12. Search for and evaluate Web hosts
13. Be familiar with selecting and setting up payment methods PayPal, credit cards
14. Decide when to use banner ads, links, relationships and how to justify them from a business perspective

Course Content:

A. Introduction to e-Marketing
B. Ads, websites, blogs, wikis, podcasts, newsletters, email, etc.
C. Ethical and legal issues
D. Understanding internet customers
E. Informational and commercial websites
F. E-Marketing business models-success strategies, ROI
G. Defining content
   o Segmentation, positioning messages
H. Website promotion
   o Search engine marketing, banners, links
   o Pay-per-click
I. Fundamental design principles
   o Site organization, page design
J. Website hosting options
K. Measuring online marketing effectiveness

Date Course Created:

Date of Last Revision: 04/03/2017