



COURSE DESCRIPTOR

Internet Marketing

Att marknadsföras och synas på nätet

7,5 ECTS credit points (7,5 högskolepoäng)

Course code: FE1103

Educational level: Basic level

Course level: A

Field of education: Technology

Subject area: Business administration

Version: 3

Applies from: 2007-09-03

Approved: 2007-03-26

1 Course title and credit points

The course is titled Internet Marketing/Att marknadsföras och synas på nätet and awards 7,5 credit points. One credit point (högskolepoäng) corresponds to one credit point in the European Credit Transfer System (ECTS).

2 Decision and approval

This course is established by The Education Committee of the School of Management 2007-03-26. The course descriptor was revised by The Education Committee of the School of Management and applies from 2007-09-03.

3 Objectives

The purpose of the course is to develop basic knowledge and know how for student to be able to work professionally within the area of Internet Marketing. This means that the student should be able to understand the theory in this area, be able to develop his or her own Internet Marketing plan/ Web site project and present it in a convincing manner.

4 Content

The course is managed from different aspects and under different themes. The following themes are covered:

- A brief history of the field of Internet Marketing, both from a tacit and an explicit perspective
- Definitions and Practice of Internet Marketing
- Portal and media sites (brochure ware, transactional sites)
- Interactivity
- Relationship marketing, Customer Relation Management and Data mining
- Business models in e-commerce
- On-line buyer behaviour
- The Internet macro-environment; legal and ethical issues
- Internet Marketing Strategy

- Conducting research online
- The importance of brand online
- Increased price transparencies
- Customer lifecycle management
- Web site projects
- Internet marketing in B2B markets
- The Business Intelligence Report

The practical part is considerable. The student shall, through individual work and through projects and co-working with businesses and other student groups, develop her Internet Marketing ability. The practical projects shall also work as base for theoretical reflection around, the above mentioned, themes, and give understanding for learning in action.

The internet represents a tremendous opportunity for businesses and customers. It provides a wide area of choice of product, service and prices from different suppliers and the means to select and purchase items more readily. For organizations marketing these products and services it gives the opportunity to expand into new markets, offer new services and compete on a more equal footing with larger businesses.

Internet has become a part of multi-channel marketing to support journeys through different media. Management processes related to internet marketing include planning how internet marketing can best be resourced to contribute to the organization and integrate with other marketing activities.

Elements covered in the course include:

- Introduction to Internet Marketing,
- Portal and Media Sites
- Interactivity in Internet Marketing,
- Relationship marketing, Customer Relation Management and Data mining
- Business models in e-commerce
- On-line buyer behaviour
- The Internet macro-environment; legal and ethical issues

- Internet Marketing Strategy
- Conducting research online
- Presentation of Web site projects

Furthermore, the ability to communicate in English and provide leadership skills are enhanced. The student is to understand the business environment, to see and identify Internet Marketing needs and opportunities, and to assess them realistically. The student will learn to communicate his or her Internet Marketing ideas for himself herself and for others.

5 Aims and learning outcomes

On completion of the course the student will:

- have knowledge on how Internet Marketing is managed in theory.
- develop an ability to transfer and relate the formal knowledge of theory to practice.
- be able to initiate and execute various types of projects within the field of Internet Marketing
- gain understanding of Internet Marketing as learning in action
- gain understanding of modern information technology and its business opportunities.

6 Generic skills

7 Learning and teaching

The course is given in class room form. We use the latest software systems to assist with the report. There are opportunities to participate in chats and internet forums, assisting each other. At the end of the course the student is asked to deliver and present their Internet Marketing plan.

8 Assessment and grading

Examination of the course

Code	Module	Credit	Grade
0710	Report	2.5 hp	U/G/VG
0720	Examination	5 hp	U/G/VG

The course will be graded Fail (U), Pass (G) or Pass with Distinction (VG).

On request grades according to ECTS will be given.

9 Course evaluation

The course coordinator is responsible for systematically gathering feedback from the students in course evaluations and making sure that the results of these feed back into the development of the course.

10 Prerequisites

General requirements for university studies (or the equivalent).

11 Field of education and subject area

The course is part of the field of education Technology and is included in the subject area business administration.

12 Restrictions regarding degree

The course cannot form part of a degree with

another course, the content of which completely or partly corresponds with the contents of this course.

13 Course literature and other teaching material

