

Course Title	E-Commerce Marketing Strategy				
Course Code	CIS420				
Course Type	Compulsory				
Level	Bachelor (1 st cycle)				
Year / Semester	4 th Year / 8 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>This course is a follow-up to CSE350, and will focus more on having the creative idea, the moment that can support the investment of a lifetime's worth of income, rather than to focus on the mechanics. In other words, the course focuses on the strategic business value of an idea rather than its development as a website. The issues of competitive advantage and sustainability of that advantage are more important than the mechanics. The course will focus on competitive advantage and sustainability rather than the operational mechanics. While the course will discuss some of the technologies that can be used in e-commerce, the focus will be technology agnostic.</p>				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify e-business models. • Discuss the techniques and technologies used to process online payments. • Analyze the process of maintaining security on the E-commerce site, and be aware of security issues and of technologies designed to ensure secure transactions • Discuss the issues facing businesses that are considering worldwide marketing of their products and services. • Evaluate the information needs and requirements of a business entity wishing to adhere to ecommerce paradigm • Differentiate between business-to-business marketing and business-to-consumer marketing 				
Prerequisites	CSE350	Co-requisites	None		
Course Content	<p>Introduction: The foundations of digital marketing; Knowing your business objectives and your customer; Understanding the digital ecosystem; Integrating digital into wider organization strategy; Understanding the evolving digital consumer; Barriers, considerations and data protection in digital marketing strategy</p> <p>Integrating digital change into your wider organization: Enabling technologies for online marketing and digital transformation; Planning your digital marketing strategy – Objectives, teams and budgeting</p>				

	<p>Using channel strategy to reach your customers: SEO strategy and organic techniques; Building and optimizing a winning paid search strategy; Display advertising and programmatic targeting; Tailoring your social media strategy; Marketing automation, messaging and e-mail marketing – the unsung heroes; Lead generation that delivers results; Content strategy – a key pillar of success; Personalizing the customer journey and digital experience</p> <p>Conversion, retention and measurement: Effective design, e-commerce and user experience (UX); Managing loyalty, CRM and data; Providing a smooth online service and customer experience; Measuring success through data analytics and reporting; Putting together your digital marketing strategy</p>						
Teaching Methodology	Face-to-face						
Bibliography	<p>Kingsnorth, S. (2016) Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page.</p> <p>Laudon, K. C. and Traver, C.G (2014) E-Commerce: Business, Technology, Society, Pearson Education</p>						
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>Assignments</td> <td>40%</td> </tr> <tr> <td>Class Participation and attendance</td> <td>10%</td> </tr> </table>	Examinations	50%	Assignments	40%	Class Participation and attendance	10%
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Language	English						