Course Title	E- Business and Digital Marketing
Course Code	MBC645
Course Type	Elective
Level	Master (2nd Cycle)
Year / Semester	2nd Year / 3rd Semester
Teacher's Name	TBA

ECTS	10	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None

Course Purpose and Objectives	The course will provide overview of e-business and their related issues. It covers many topics in e-business, including basic knowledge of e-business and the related information technology, e-business models, e-Payment, e-stock and Supply Chain Management. Besides, for the business usage, this course also includes the understanding to unbundling the corporation, e-business model ontology and the implementation of e-business in practice. The course also examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC markets and provides a detailed understanding of all digital channels and platforms. The participants will complete the course with a comprehensive knowledge of and experience with how to develop an e-business / digital marketing strategy.
Learning Outcomes	Upon successful completion of this course students should be able to: • Critically evaluate the current status of e- business concepts and follow its development; • Analyse the key implementation issues along with the e-business system design; • Plan the e-business solution using the e-Business patterns; • Analyse the best practices in e-business system development; • Analyse the enterprise data storage technology and management issues for e-Business systems; • Demonstrate a comprehensive understanding of digital marketing landscape and implications for business. • Analyse and critically evaluate digital marketing using Google Analytics and other KPI tools. • Create and present an e-business / digital marketing strategy for a business.

Prerequisites	None	Co-requisites	None

Course Content	• E-commerce Business Models and Concepts • E-commerce business Infrastructure: The Internet, Web, and Mobile Platform

	• Building an E-commerce business presence: Websites, Mobile Sites, and Apps • E-commerce business security and Payment Systems • E-commerce Marketing and Advertising Concepts • Social, Mobile, and Local Marketing • Online Retail and Services • Online Content and Media • Social Networks, Auctions, and Portals • B2B E-commerce: Supply Chain Management and Collaborative Commerce • Introduction to digital marketing: the online customer experience • Forms of digital marketing communications and special issues in digital marketing communications: e-mail lists and mobile marketing (enabled through database marketing), social media, SEO (Search Engine Optimization), website optimization, click stream and on-line testing • Forms of KPI such as Google Analytics • Business-to-consumer vs. Business-to-business digital marketing communications • Digital marketing channels as an essential part of effective marketing campaigns: characteristics, advantages and disadvantages. How to use digital media (such as a Facebook Page, YouTube Link and Videos, and QR codes) to support the digital campaign. • Design the campaign: a) planning & campaign objectives, b) budgeting, c) target market - audience, d) tactics, and d) web analytics / metrics to measure the effectiveness of the campaign
Teaching Methodology	Face-to-Face
Bibliography	Carol Guercio Traver and Kenneth C. Laudon (2019). E-commerce business. technology. society. Pearson UK Chaffey, D. and Ellis-Chadwick, F., 2019. *Digital Marketing*. Pearson UK. Chaffey, D. and Ellis-Chadwick, F (2012). Digital Marketing Strategy, Implementation and Practice, Pearson Education Ltd, England Dodson, I., 2016. *The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns*. John Wiley & Sons. Strauss, J. and Frost, R., 2008. *E-marketing*. Prentice Hall Press. Wertime, K. and Fenwick, I., 2011. *DigiMarketing: The essential guide to new media and digital marketing*. John Wiley & Sons.

Assessment	Examinations	60%	
	Class Participation and Attendance	10%	
	Assignments	30%	
		100%	
Language	English		