

Course Title	E- Business and Digital Marketing				
Course Code	MBA645				
Course Type	Elective				
Level	Master (2 <sup>nd</sup> Cycle)				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	Up to 6 Teleconfer ences	Laboratories / week	None
Course Purpose and Objectives	<p>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.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Critically evaluate the current status of e- business concepts and follow its development;</li> <li>• Analyse the key implementation issues along with the e-business system design;</li> <li>• Plan the e-business solution using the e-Business patterns;</li> <li>• Analyse the best practices in e-business system development;</li> <li>• Analyse the enterprise data storage technology and management issues for e-Business systems;</li> <li>• Demonstrate a comprehensive understanding of digital marketing landscape and implications for business.</li> <li>• Analyse and critically evaluate digital marketing using Google Analytics and other KPI tools.</li> <li>• Create and present an e-business / digital marketing strategy for a business.</li> </ul>				
Prerequisites	None		Co-requisites	None	

<p>Course Content</p>	<ul style="list-style-type: none"> <li>• E-commerce Business Models and Concepts</li> <li>• E-commerce business Infrastructure: The Internet, Web, and Mobile Platform</li> <li>• Building an E-commerce business presence: Websites, Mobile Sites, and Apps</li> <li>• E-commerce business security and Payment Systems</li> <li>• E-commerce Marketing and Advertising Concepts</li> <li>• Social, Mobile, and Local Marketing</li> <li>• Online Retail and Services</li> <li>• Online Content and Media</li> <li>• Social Networks, Auctions, and Portals</li> <li>• B2B E-commerce: Supply Chain Management and Collaborative Commerce</li> <li>• Introduction to digital marketing: the online customer experience</li> <li>• 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</li> <li>• Forms of KPI such as Google Analytics</li> <li>• Business-to-consumer vs. Business-to-business digital marketing communications</li> <li>• 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.</li> <li>• Design the campaign: a) planning &amp; campaign objectives, b) budgeting, c) target market - audience, d) tactics, and d) web analytics / metrics to measure the effectiveness of the campaign</li> </ul>
<p>Teaching Methodology</p>	<p>Distance Learning</p>
<p>Bibliography</p>	<p>Carol Guercio Traver and Kenneth C. Laudon (2019). E-commerce business. technology. society. Pearson UK</p> <p>Chaffey, D. and Ellis-Chadwick, F., 2019. <i>Digital Marketing</i>. Pearson UK.</p> <p>Chaffey, D. and Ellis-Chadwick, F (2012). <i>Digital Marketing Strategy, Implementation and Practice</i>, Pearson Education Ltd, England</p> <p>Dodson, I., 2016. <i>The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns</i>. John Wiley &amp; Sons.</p> <p>Strauss, J. and Frost, R., 2008. <i>E-marketing</i>. Prentice Hall Press.</p> <p>Wertime, K. and Fenwick, I., 2011. <i>DigiMarketing: The essential guide to new media and digital marketing</i>. John Wiley &amp; Sons.</p>

Assessment	Final Examination	50%	
	Continuing Evaluation Activities	50%	
		100%	
Language	English		