



Module code	EBM	NQF level	6
Credit value	15	Study duration	9 weeks

e-Business and Marketing

This module aims to:

- Define key concepts and the differences between e-commerce and e-business
- Understand how to develop and plan an internet marketing strategy
- Learn how to attract customers through digital media channels and develop an understanding of Search Engine Marketing
- Explore approaches for analysing digital business systems along with how to manage web content
- Look at how to collect and analyse data and how decisions can be based on this data

Learning outcomes

On completion of this module, students will be able to:

- apply understanding of how web marketing fits into an overall business strategy and its interaction with other business functions
- discuss technologies, opportunities, and strategies for effective web-based marketing
- create a web marketing plan based on a range of models
- analyse and assess research techniques and analytics software to support the web marketing plan
- critically evaluate the practical logistics of establishing and maintaining an internet marketing site, including legal, regulatory and security issues

Syllabus

- Internet marketing strategy
- Introduction to internet technology
- Digital business strategy
- New channels of communication
- Customer relationship management
- Search engine marketing
- Analysis and design
- Performance and metrics
- Website management
- e-business and e-commerce fundamentals
- e-environment: social, legal and regulatory issues
- Strategies for effective web marketing
- Web marketing techniques including affiliate marketing, HTML email and search engine optimisation
- Website content planning and design
- Customer relationship management on the web
- Hosting technology and service providers
- Security issues and risk assessment
- Fulfilment and systems integration

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%