This module aims to:
▪ Examine strategic and technological aspects of internet marketing;
▪ Analyse the marketing concepts to plan and target a web marketing strategy;
▪ Evaluate the practical logistics of establishing and maintaining a web marketing presence, including social, legal and regulatory issues;
▪ Develop techniques for presenting website content in a clear and concise format;
▪ Examine issues of website maintenance and security.

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
▪ 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.

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<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission Date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1500-2000 words</td>
<td>End of Unit 4</td>
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<td>End of module project</td>
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<td>End of Unit 9</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
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