BIRLA INSTITUTE OF TECHNOLOGY & SCIENCE, PILANI
INSTRUCTION DIVISION
FIRST SEMESTER 2016-17
Course Handout (Part-II)

Date: 20/07/2016

In addition to Part I (General Handout for all courses appended to the Time Table), this portion gives further specific details regarding the course.

Course No.   : **MBA G527**
Course Title   : **E-Business and Internet Marketing**
Instructor-in-Charge   : **ARUN KUMAR**

1. Course Description:
The course on E-Business and Internet Marketing is intended to develop an understanding of and competence in dealing with problems relating to management of e-Business technology infrastructure, internet business models, payment and security mechanisms, recent trends and challenges, maintain relationship with customers in e-environment and Internet marketing.

2. Focus
The course focuses on the marketing concepts and theories are as these evolved and integrated in e-environment. In each section, existing Marketing theory and practice in offline world are described so as to enable the reader to understand the Marketing basics and technology; there after the mapping of processes & strategies in electronics environment are done. It gives a clear understanding of how Marketing in offline environment differs from Marketing in online environment. Each section will also discuss the trends and main issues required to be addressed in emerging electronic markets.

3. Text Book:
T1. Laudon K. & Traver C. , E- Commerce : Business , Technology, Society , Low price edition, Pearson Education , 2006 .

4. Reference Books:
R1. Turban , Lee , King & Chung , Electronic Commerce : A Managerial Perspective , Low price edition, Pearson Education , 2000.

R2. Kalakota, R. and Robinson, M., e-Business 2.0: Roadmap for Success, Low price edition, Pearson Education, 2008.

R3. Schneider, G., Electronic Commerce, 7th annual edition, Thomson, 2007.

R4. Strauss , Ansary & Frost , E- Marketing , Low price edition , Pearson Education , 2006.

5. Course Plan:

S. No.	Learning Objective	Topics to be covered	LH
1.	Marketing in e- Age	Marketing: Nature and. Concept; Marketing over the years and current Marketing practices; Marketing in E- Environment: IT Enabled Marketing; Current Trends and Models In The Emerging Marketing Environment; Marketing in e- Environment: A Holistic View	4
2.	Digital Age and Markets	Digital economy and power of information; Opening up of Digital or electronic markets; Digitizing the marketing process; Technology in digital Marketing; Digital marketing trends; Challenges in digital marketing	3
3.	Marketing Planning for e-Environment	Marketing Planning: Concept and importance; Marketing Planning Process and Contents of Marketing Plan; Marketing Planning in E- Environment	3
4.	Marketing Mix for e- Environment	Marketing Mix –Introduction; Marketing Mix over the years; E- Marketing Mix Environment; E - Marketing Mix models; Mix implications of Internet; Customizing the Marketing Mix; Role of company's website in Marketing mix	3
5.	Marketing Research in e- Environment	Marketing Research: The Concept And Importance; Marketing Research Process and Applications; Difference Between Online and Offline Research Methodologies; Shifting From Offline To Online Marketing Research; Growth Of Online Marketing Research And Future Predictions; Data Collection Methods In Online Marketing Research; Comparison Of Different Forms Of Online Marketing Research; Areas Of Online Marketing Research; New Technologies For Marketing Research; Making Online: Marketing Research A Success	3
6.	Product Strategies in e- Environment	Product: Meaning and concept; Product strategies in offline environment; Online product and services; Information as a product; IT Supported new product development process; Ways to tailor products for mass markets in e- environment; Product strategies in e-environment: Personalization and Mass customization; Personalization: Meaning, elements and techniques, making personalization effective; Mass Customization: Meaning concept and need	4
7.	Pricing Strategies in e-Environment	Pricing: Meaning, components and importance; Pricing decisions and strategies in offline environment; Pricing strategies and models in electronic markets; Pricing methods for online service; Research study: Pricing strategies in e- markets	4

8.	Marketing Communications in e-Environment	Marketing Communication: Meaning, Process and Models; Media Categories of Marketing Communications; Marketing Communications on web; Marketing Promotion Mix: Meaning and elements; Online Promotions Vs. offline promotions; Personal selling vs. personalized selling on internet; Traditional advertising and online advertising; Sales promotion in offline and online environment; Public relations in offline and online environment	4
9.	Distribution Strategies in e- Environment	Distribution: Meaning And Concept; Distribution Strategies and Decisions in Offline Environment; Internet As A Channel Of Distribution; Distribution Strategies And Decisions In E- Environment; Internet Distribution Matrix; Recent Trends In Internet Based Distribution Systems	3
10.	Retailing in e- Environment	Retailing over the years; E-tailing: Meaning and concept; E – tailing development over the years; E-tailing: Pros and Cons; Retailing Vs. E-tailing; Types of On line Retailers; From Retailing to E-Tailing; Emerging E-tailing business models; Making E-tailing Successful; How companies are using IT in retailing; Problems and challenges in e- tailing; E-tailing in India	3
11.	Managing Customers in e- Environment	Changes in customer behavior over the years; Customer behavior and Decision making process on net; E customer Analysis and management process	3
12.	Future Trends in Marketing	The changed marketing paradigm; Marketing trends and practices; Customer Relationship Management; One to one marketing: Process, technology and implementation; Knowledge based marketing: Customer knowledge Management (CKM)	3
Total Lecture Hours			**40**

6. Evaluation Scheme:

S.No.	Evaluation Component	Weightage	Type of Examination	Date & Time
1.	Class Tests	10%	Closed book	
2.	Case Studies	10%	Open book	
3.	Mid-term test	20%	Closed book	8/10 8:00 - 9:30 AM
4.	Project	20%	Open book	
5.	Comprehensive exam	40%	Partially open partially closed	13/12 AN

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