

Special Topics in Marketing

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| Course Title | Special Topics in Marketing | | |
| Course Code | MKT635 | Course Type | Specialization or Elective |
| Credit | 3 | Contact Hours | 45 Hours |
| Prerequisites | None | Co-Requisites | None |
| Duration | 15 Weeks | Class Type | Lecture |

| SolBridge GACCS Objectives | % | Learning Objectives |
|---------------------------------|----|---|
| 1. Global Perspective | 30 | 1. Critically understand the Internet, its origins, historical perspective and Internet industry infrastructure. 2. Evaluate and appraise Internet as a complimentary marketing tool to traditional marketing. 3. Be able to develop and evaluate Web strategies for marketing as well as gain general knowledge of topics pertinent to interactive technologies and their application to marketing strategy 4. Critically evaluate and select techniques in both on-line and off-line to promote a web site. 5. Development / Refinement of problem solving skills appropriate for domains characterized by rapidly evolving technologies, minimal levels of extant regulatory policy, and the combination of characteristics of traditional marketing media |
| 2. Asian Expertise | 25 | |
| 3. Creative Management Mind | 25 | |
| 4. Cross Cultural Communication | 5 | |
| 5. Social Responsibility | 15 | |

Course Description

The prime objective of the course is to deliver the educational promise of SolBridge. SolBridge has the mission of educating the next generation of Asian Thought leaders. The school aims to equip our graduates with a Global Perspective, Asian Expertise, Creative Management Mind, Cross Cultural Communication and a sense of Social Responsibility. This course will contribute to all these perspectives.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via online lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of Internet Marketing on a holistic basis, and see these concepts applied in real-life situations.

| Assessment | % | Text and Materials |
|---------------------------|----|--|
| Group Research Project | 30 | Title: <u>E – Marketing (International Edition)</u> Edition: 6th edition Author(s): Judy Straus and Raymond Frost Publisher: 2012. Pearson: New York ISBN-13: 978-0-13-280646-6 |
| Individual Assignment | 20 | |
| Exercises (Submit online) | 50 | |

Course content by Week

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|----|---|
| 1 | Introduction to E-Marketing / Convergence |
| 2 | Strategic E-Marketing |
| 3 | The E-Marketing Plan |
| 4 | Global Markets |
| 5 | E-Marketing Research |
| 6 | Consumer Behavior Online |
| 7 | Mid-Term Exam |
| 8 | STP Strategies |
| 9 | Product: The Online Offer |
| 10 | Price: The Online Value |
| 11 | The Internet for Distribution |
| 12 | E-Marketing Communication Tools |
| 13 | Engaging Customers with Social Media |
| 14 | Break before Exam |
| 15 | Final Exam |