# E - MARKETING

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

**UNIT SPECIFICATION**

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**Unit Title**

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| E - Marketing |

**Credit value**

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| The credit value for this unit is 30<br><br>30 credits equivalent to 300 hours of teaching and learning<br>(10 hours is equivalent to 1 credit)<br><br>Guided learning hours (GLH) = 50 hours<br>GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.<br>Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.<br>Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources. |

| Learning outcome<br>Learner will: | Assessment criteria<br>Learner can: |
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| 1.0 Understand the nature of digital marketing | 1.1 Explain what is meant by digital marketing<br>1.2 Give an account on the history of the internet<br>1.3 Differentiate between the intranet, extranet and internet<br>1.4 Examine the contribution of the internet to the development of digital marketing<br>1.5 Examine the various forms of digital marketing<br>1.6 Differentiate between E Business and E commerce<br>1.7 Evaluate the advantages and disadvantages of E Commerce |
| 2.0 Understand the benefits of internet buying and selling | 2.1 Examine the benefits of internet buying to the buyer<br>2.2 Examine the benefits of internet selling to the seller |
| 3.0 Understand the various types of marketers with respect to digital marketing | 3.1 Examine the characteristics of click only companies<br>3.2 Evaluate the advantages and disadvantages of a click only company<br>3.3 Examine the characteristics of a click and mortar company<br>3.4 Evaluate the advantages and disadvantages of a click and mortar company<br>3.5 Examine the characteristics of a brick and mortar company<br>3.6 Evaluate the advantages and disadvantages of a brick and mortar company |
| 4.0 Understand how to set up an effective online marketing presence | 4.1 Analyse the ways by which a business can conduct e-marketing (e.g. creating a website, placing ads and promotions |

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| | online, setting up or participating in web communities, using emails)<br>4.2 Differentiate between corporate websites and marketing websites<br>4.3 Give an account on how a business can design an effective website<br>4.4 Examine the various forms of online advertising (such as banner ads, interstitial ads, pop up ads, content sponsorship etc.)<br>4.5 Examine e- marketing techniques such as search engine marketing, search engine optimization, pay per click/ cost per click and email marketing |
| 5.0 Understand how to develop an e-marketing plan | 5.1 Explain the meaning of an e-marketing plan<br>5.2 Evaluate the benefits of having an e-marketing plan<br>5.3 Explore the stages in the development of an e-marketing plan:<br>    a. Executive summary:<br>       - Brief summary of the immediate environment (situational analysis)<br>       - The key issues that have emerged<br>       - Key objectives of the online marketing plan<br>       - Overview of strategies and tactics to be used<br>       - Projected outcomes and 'return on investment'<br>    b. Objectives and strategy:<br>       - Develop specific, measurable, attainable, relevant and timely (SMART) objectives<br>       - Provide a top level summary of strategy<br>    c. Tactics:<br>       - Tactics that will be used and how they will be integrated<br>       - Operational factors, justification and customer targeting |

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| | - Identification of cost<br>- Measurement and performance management (KPIs)<br>d. Budget:<br>    - Total cost breakdown<br>    - Monthly phasing of budget spend across all tactics<br>    - Financial KPIs and milestones that need to be reached<br>    - Phased return on investment across tactics<br>    - Concluding top level summary of benefits |
| 6.0 Understand the challenges of digital marketing | 6.1 Examine the challenges faced by businesses using digital marketing and discuss ways to overcome them<br>6.2 Examine the implications of digital marketing on the customer and the society as a whole |
| 7.0 Understand the legal aspects of e-marketing | 7.1 Explore the legal considerations in e-marketing with respect to emails and SMS marketing, company website and using cookies<br>7.2 Examine the nature of e-commerce and the law<br>7.2.1 Discuss e-commerce regulations with respect to applicability, information requirements, contracting online, advertising, data protection, buying databases, privacy and electronic communications<br>7.3 Examine distance selling regulations (such as providing details in writing about the supplier and the terms of the transaction, providing written confirmation of the orders, providing further information including notice of cancellation, rights, complaints, return policy etc.) |

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# Recommended learning resources

| Indicative reading | Groucutt et al 2004. Marketing; essential principles, new realities: London<br>ISBN 0 7494 4114 3<br><br>Kotler et al 2009. Marketing, An introduction: Pearson Education London<br>ISBN 978-0-273-71395-1<br><br>Website: www.businesslink.gov.uk (for resource on e-marketing plan and legal aspects of e-marketing)<br><br>Further reading<br>Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford<br>ISBN: 978-0199579617<br><br>David Jobber 2009; Principles and practice of marketing. McGraw Hill<br>ISBN: 978-0077123307 |
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| Learning Aid | <ul><li>A comprehensive IPED study material is available to aid in learning and research of this unit.</li><li>We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.</li></ul> |

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