



KOMAR UNIVERSITY OF SCIENCE AND TECHNOLOGY (KUST)

_MICRO ECONOMICS COURSE SYLLABUS			
Course Title	E-Commerce and Marketing Strategies		
Course Code		No. of Credits	3
Department	ECO Only	Collage	College of Business
Course Instructor	Mr. Sadiq Mohammed Mahmood		
Email	sadiq.mohammed@komar.edu.iq	IP No.	
Per-requisites	ECO3305		
Teaching Hours	3 hours per week		
Course Schedule	Monday, Wednesday (14:00 – 15:30)		
Contact Hours	9:00 – 11:00		
Course Type	Department Requirement		
Offer in Academic Year	Fall 2015		
COURSE DESCRIPTION			
<p>This course is designed to provide an understanding the major concepts of marketing strategies particularly in E-commerce. The focal point of the course will be that the strategy of marketing is a decisive factor for the success of economic organization.</p>			
COURSE OBJECTIVES			
<ol style="list-style-type: none"> 1. The course will help students in comprehending that learning marketing from strategic perspective is to think as a leading marketing manager. 2. Digital communication techniques such as web page design, blogging, social networking, and search engine optimization will be demonstrated as tools for E-marketing strategies for the 21st century. 3. Competitive market analysis will be illustrated as a principle method in planning a strategy for marketing. 			
COURSE LEARNING OUTCOMES			
<p>Upon completion of this course, the student should be able to:</p> <ol style="list-style-type: none"> A. Understand the major components of marketing planning in current business world B. Analyze the methods of building strong marketing strategies in digital world C. Illustrate the key models of e-marketing in present times. D. Apply the use of various types of social networking and social media in e-marketing E. Demonstrate product innovations, plus pricing strategies and programs from a competitive perspective F. Analyze the strategies of identifying and attracting customers on the Web G. Understand legal, cultural and ethical issues related to e-marketing 			



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Course CONTENT

- Part 1: Introduction to Marketing Strategy**
- Part 2: Types of E-Marketing Strategies**
- Part 3: E-Marketing; Analysis of Customer Satisfaction**
- Part 4: E-Marketing and Web Design**
- Part 5: Optimizing The Product/Service**

GRADING POLICY

A	95-100%	C	70-74%
A-	94-90%	C-	65-69%
B+	87-89%	D+	60-64%
B	83-86%	D	55-59%
B-	80-82%	D-	50-54%
C+	75-79%	F	0-49%
W	Withdrawal	I	Incomplete

Note: Passing Grade is 65% and above

COURSE TEACHING AND LEARNING ACTIVITIES

1. **Lectures:** The lectures provide a broad introduction to each topic and emphasis key concepts.
2. **Case Studies:** the numerous Case Studies are an important learning tool, integrated closely with the theoretical material presented in each chapter.
3. **Graphs:** graphs should help students both learn and review the material.
4. **Student Questions:** With each new subject the students will be asked to submit 2 questions about the subject prior to reading in textbooks about it, then 2 more questions that reading generated in their minds.
5. **In class brainstorming sessions:** Team-work, assignments and presenting the assignment contents and ideas are required.
6. **Quick Quizzes:** These will be announced ahead of time.
7. **Feedback:** Feedback on student progress will be given throughout the course.
8. **Class participation:** Class participation is encouraged and will influence your grade.
9. **Exams:** Exams are all comprehensive in nature.

COURSE ASSESSMENT Tools

N	Assessment tool	Weight	No.Of Activities	Learning outcomes
1	Homework	10%	(3)	Encourage reading and reviewing (Must be returned on time).
2	Quizzes	15%	(3)	Careful reading and listening
4	Mid-Term Exam	20%	(1)	College requirement (Feedback)
5	Final Exam	30%	1	College requirement (Feedback)
6	Participation	15%	each lecture	Interact with the course
7	Reports and Presentations	10%	(1)	Two or three groups: learning how to prepare reports and papers on economic issues.



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ESSENTIAL READINGS: (Journals, textbooks, website addresses etc.)

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|---------------------|---|
| Textbook | <ul style="list-style-type: none">• Rob Stokes, (2013), E-Marketing: Essential Guide to Marketing in a Digital World, 5th ed. Quirke Education Pty (Ltd) |
| Additional Resource | <ul style="list-style-type: none">• Philip Kotler, Kevin L. Keller, (2014), Marketing Management, 14th ed. Pearson Education Inc.• Hooley, J. Saunders, N. Piercy, (2004), Marketing Strategy and Competitive Positioning, 3rd ed. FE Prentice Hall. |

COURSE POLICY (including plagiarism, academic honesty, attendance etc)

Attendance Policy

Students are expected to attend all the classes for the entire semester. Students are responsible for material presented in lectures. Attendance is taken at the beginning of each class. Only students with official KUST absences, family crises, and illness are excused from class. This in no way cancels any responsibility for work due or assigned during absence. The student who misses more than 10 percent of the course classes will be placed on probation.

Make-up Policy

Because all examinations are announced in advance a zero will be assigned to any missed examination unless a student has a legitimate acceptable reason, such as illness, for not being able to take the examination during all the days when the examination was announced.

Academic Dishonesty

Any type of dishonesty (plagiarism, copying another's test or home-work, etc) will NOT be tolerated. Students found guilty of any type of academic dishonesty are subject to failure in this course, plus further punishment by the University Consul.

Deadlines/Due Dates

Recognizing that a large part of professional life is meeting deadlines, it is necessary to develop time management and organizational skills. Failure to meet the course deadlines will result in penalties. **Late assignments will be accepted with a penalty if they are less than 3 days passed their respective due dates, otherwise a zero will be assigned to those assignments.** Work may be submitted early.

GUIDELINES FOR SUCCESS

- Attend classes and listen carefully.
- Actively participate in discussions.
- Do homework without copying from classmates.
- Do not neglect what you do not understand.



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Week	Beg/End Dates	Topics	Course requirements
1	Lecture (1)	<ul style="list-style-type: none"> Syllabus Introduction: The Key Concepts: Digital World, Marketing Strategy and Customer Satisfaction 	Homework #1
	Lecture (2)	<ul style="list-style-type: none"> Introduction: The Key Concepts: Brand Equity, Product Design and Strategy, Competitive Dynamics, Holistic Marketing. Crafting Digital Marketing Strategy 	
2	Lecture (3)	<ul style="list-style-type: none"> Researching the Market Content Marketing Strategy 	
	Lecture (4)	Types of E-Marketing: 1. Affiliate Marketing	
3	Lecture (5)	2. Video Marketing	
	Lecture (6)	3. Social Media Marketing	
	Lecture (7)	4. E-Mail Marketing	
	Lecture (9)	5. Mobile Marketing	
4	Lecture (10)	Types of digital advertising: 1. Search Advertising 2. Online Advertising	Quiz # 1
	Lecture (11)	Search Engine Optimization (SEO)	Homework #2
5	Lecture (12)	Designing User Experience Web Design and Writing	
	Lecture (13)	Customer Relationship Management	
7	Lecture (14)	Methods for Brand Management -1	Quiz # 2
	Lecture (15)	Methods for Brand Management -2	
8		Midterm Exam, No Classes	Test 01
9	Lecture (16)	Overview of Consumer Markets Analysis	
	Lecture (17)	Markets Data Analysis	
10	Lecture (18)	Setting the Market Offerings -1	Quiz (3)
	Lecture (19)	Setting the Market Offerings -2	
11	Lecture (20)	Setting the Market Offerings -3	
	Lecture(21)	Designing Integrated Marketing Channels	
12	Lecture(22)	Designing Integrated Marketing Communications	Homework #3
	Lecture(23)	Product/Service Optimization	
13	Lecture(24)	Conversion Optimization	
	Lecture(25)	Introducing New Market Offerings	
14	Lecture(26)	Students Practicing Marketing: Questionnaire + Data Analysis + Suggestions for Brand Optimization	
	Lecture(27)		
15	Lecture(28)	Review of Class Major Learning	Presentations
	Lecture(29)	Students Assignments	
16		Final Exam, No Classes	