E-business and E-marketing

Lecturer: prof. RNDr. Michal Greguš, PhD., Mgr. Andrea Studeničová
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Subject code: FM.KIS/010AM/16

Detailed syllabus (6 credits version)

1) Introduction to E-marketing
What is e-marketing?
New rules for the digital economy?
E-marketing challenges and opportunities
Comparing Web to other marketing channels

2) Internet User Characteristics and Behavior
Customers in the 21st century
Market segmentation
E-marketing segments
Consumer navigation behavior
Country profiles
Internet marketing research

3) Marketing Knowledge
Marketing databases and data warehouses
Data analysis and distribution
Online privacy

4) E-Marketing Strategies
B2C
B2B
B2B2C
G2B

5) Product and Pricing Online
Creating customer value online
E-marketing solutions based on new technology
Enablers, application service providers, VSPs (Vertical service providers)
Electronic data interchange,
Collaboration platforms,
E-learning
Multimedia, convergence
Branding strategies
Taxonomy for Internet products
Is the Internet an efficient market?
E-business pricing models: segmented pricing, negotiation
Online pricing strategies
6) Distribution
Distribution functions
Distribution channels online
Disintermediation and Reintermediation
Length of distribution channels
Power relationships among channel players
E-commerce models
Content sponsorship
Direct selling
Intermediary models: the brokerage model, agent models, e-tailing
Logistics

7) E-Marketing Communication
Integrated marketing communication online
IMC e-business models
Content publishing
Community building
Online advertising
Online sales promotions
Direct e-mail and viral marketing
The net as a medium, including measurement metrics

8) Customer Relationship Management
Building Customer Relationships
CRM Customization Tools: e-mail, Web site customization, Intranet, Extranet, data mining,
Real-time profiling, agents, Web log analysis, cookies, collaborative filtering
Building Partnerships through Community
Guarding customer privacy

9) The Internet Marketing Plan
A Multistep E-Marketing Plan
The Venture Capital E-Marketing Plan
Conducting a situation analysis
Designing e-marketing mix strategies
Creating an action plan
Budgeting for e-marketing
Evaluating the plan
Selling the Plan

10) Leveraging Technology
Product Technologies
Building a Web Site: Multimedia, Database Marketing, Computer Viruses, Denial of Service Attacks
Price Technologies: Shopping Agents
Distribution Technologies: Bandwidth and Market Opportunities, Content Filtering, Transaction Security
IMC Technologies: Site Rating Services, Proxy Servers and Cache,
Leveraging Search Engines
Work, Privacy, Log Files, and Cookies, Rotating and Targeted Ad, Banners
Relationship Marketing Technologies
11) Applications: Success and failure?
Amazon.com and B2C
eBay and classified sales
Yahoo
E-trading

12) Online Ethics and Law
Codes of Conduct
Privacy: Background in Law and Ethics
Privacy: Digital Concepts
Copyright, Patent and Trademark Law
Hyperlinks, Metatags, and Framing
Cyber-Squatting, Domain Names and Site Development Issues
Expression and Defamation
Spam
Jurisdiction and other pending problems

**Evaluation of this subject can be obtained fulfilling the following two conditions:**

1. The student will prepare a presentation on the assigned topic from e-business, e-marketing or e-commerce in general. (This must not be any advertising presentation on software commercial product or company). I recommend that the presentation is to be done in two-or three-student team. Presentation will be on the assigned topic, or you can send me a proposal with a short outline of the proposed presentation for approval. The presentation must be presented in front of the whole class during the semester (and submitted to me in advance in electronic form). The length of presentation in the case of a two-student team should be about 25 minutes, the team consisting of three students for about 35 minutes. The presentation must be prepared and realized during the semester on assigned dates. (at seminars).

2. Web site for an e-shop or upon agreement (not requested programming skills, you can use for studying purposes wix.com etc.) You will be assigned into international teams of approximately 3-4 students. You will be preparing and organizing the whole e-business through the course from the scratch through all related and necessary parts, you will start by studying the fundamentals of e-business, gradually developing your analytical and practical skills. The web site will be presented at the end of the semester (at seminars) in its final form

3. Midterm Test / Midterm presentation of your web site project (at seminars)

**Literature**

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