

## OPEN GENERIC ELECTIVE OFFERED TO THIRD SEMESTER STUDENTS

### E-MARKETING OGE-106-EM

**Unit-I** A framework for internet marketing Internet Basics: Internet, Intranet, Extranet, websites, blogs, social networking. Concept of e-business, evolution of e-business.

**Unit- II** Strategic Internet marketing Planning the internet strategy – stages of internet marketing – segmenting the internet market, niche marketing strategies, On-line positioning and competitive analysis – Internet marketing scenarios – pure-play, bricks-and-clicks, bricks-and-mortar

**Unit III** Internet market intelligence and user-behaviour Internet demographics: On-line user behaviour and characteristics – navigation behaviour (click-o-graphics) – Market research on the internet,

**Unit IV** web tracking audits and demand forecasting trends in internet marketing – acquiring customers on the web – contextual marketing. Special Issues in Internet marketing The design of the customer

**Unit V** Privacy and Security concerns- electronic payment systems- different type of payment modes, e-cash, e-check, e-money, e-security- firewalls, emerging payment practices- cash on delivery, bit coins etc.

List of cases, website links and specific references including recent articles to be announced in the class at the beginning of the session.

Text books (Latest editions) 1. Mohammed, Fisher, Jaworski and Cahill: Internet marketing – building advantage in a networked economy (Tat McGraw-Hill), New Delhi. 2. Strauss and Frost: E-Marketing (Prentice-Hall), New Delhi. 3. Vassos: Strategic Internet Marketing – Practical e-commerce and branding tactics, Que Books, Indiana, USA. 4. Chaffey, Meyer, Johnston and Ellis: Internet Marketing, Prentice-Hall, New Delhi 5. Dave Chaffy-Internet Marketing; Strategy, Implementation & Practice, Prentice Hall, New Delhi.

Reference Books (Latest edition) 1. Bajaj, Kamlesh k & Nag, Debjani, E-commerce: The Cutting Edge of Business, Tata McGraw Hill, New Delhi 2. C. S. Murthy, E-commerce Concepts, Models & Strategies, Himalaya Publishing House, Mumbai

Journals 1. International Journal of Electronic Marketing and Retailing, InderScience Publishers 2. Journal of Digital & Social Media Marketing, Henry Stewart Publisher