

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM13 MBM5SEMM13 MFB5SEMM13
Course Title	Internet Marketing

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain the basic concepts and relevant issues in internet marketing.
2. Develop skills to manage the operational issues in internet marketing mix.
3. Design Internet marketing strategy.

Syllabus

Teaching Hours

Unit I: Introduction to Internet Marketing <ul style="list-style-type: none"> • Overview and scope of Internet Marketing • The digital world and networks • Marketing strategies in internet marketing • Web based business models 	05
Unit II: Managing Customers in Internet Era <ul style="list-style-type: none"> • Customer support in internet marketing • Designing customer experience • Personalization • Managing customer relationship on net • Managing customer interface 	08
Unit III: Marketing Mix Strategy On Internet <ul style="list-style-type: none"> • New product development and the net • Pricing in the web world • Managing communication in internet marketing • Managing distribution in internet marketing 	10
Unit IV: Implementing Internet Marketing Strategy <ul style="list-style-type: none"> • Traffic and brand building • Managing customer interface • Online transaction and e-commerce • Organising for the Internet 	07

Suggested Readings:

1. Ward, H., and Kalyanam, K., Internet Marketing & E-commerce, Cengage Learning.
2. Gay, R., Charlesworthan, A., and Esen, R., Online Marketing: A Customer-led Approach, Oxford.
3. Strauss, J., and Frost, R., E-marketing, Routledge.
4. Molenaar, C., E-marketing: Applications of Information Technology and the Internet within Marketing, Routledge.

w.e.f. Academic Year 2019-20 and onwards