E-MARKETING

III Semester: MBA								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
CMB402	**Elective**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
		3	-	-	3	30	70	100
Contact Classes: 45	**Tutorial Classes: Nil**	**Practical Classes: Nil**				**Total Classes: 45**		

OBJECTIVES:

The course should enable the students to:

I.   Understand how it helps the organization to attain its goals effectives and efficiently by providing competent and motivated employees
II. Develop and maintain the quality of work life which makes employment in the organization a desirable personnel and social situation.
III. Ethical policies and behavior inside and outside the organization
IV   It establishes and maintains relations between employees and management

COURSE OUTCOMES(CO'S):

1. Understand the concept, categories, advantages and disadvantages of e-commerce and e-business
2. Examine the growth & development of e-commerce and the importance of traditional commerce
3. Demonstrate internet connection options, security issues in E-Commerce environment and E-Commerce architectural frame work.
4. Discuss encryption techniques payment systems and types of payments like legal, ethical and tax issues in E-Commerce.
5. Analyze business models of e-marketing, advertisement methods and strategies online retailing e-auctions
6. Illustrate the process, types of supply chain management procurement and trends in supply chain management.
7. Explain online financial services such as online banking, brokerage, online insurance and online real estate services.
8. Use online services like travel hospitality, recruitment, publishing, entertainment and e-learning.
9. Define mobile commerce and its framework, growth benefits and limitations
10. Determine the information distribution for mobile networks in multimedia content
11. Describe the method how to publish mobile networks and mobile payment models in multimedia.

UNIT-I	BUSINESS OVERVIEW	Classes: 09

Traditional commerce vs. e-commerce, e-commerce and e-business categories of e-commerce development and growth of e-commerce advantages and disadvantages of e-commerce international nature of e-commerce.

UNIT-II	E-BUSINESS INFRASTRUCTURE	Classes: 09

E Commerce architectural framework, the internet and www-internet protocols, internet, intranet and extranets, internet connection options, security issues in e commerce environment, encryption techniques payment systems types of payments legal, ethical and tax issues in e-commerce.

UNIT-III	ONLINE MARKETING AND SUPPLY CHAIN MANAGEMENT	Classes: 09

Online marketing, business models of e marketing, online advertisement, advertisement methods and strategies online retailing e-auctions.
Supply chain management-procurement process and the supply chain types of procurement, multi-tier supply chains and trends in supply chain management.

UNIT-IV	ONLINE SERVICES	Classes: 09

Online financial services, online banking and brokerage, online insurance services, online real estate services, travel services online, hospitality services online, recruitment services online, publishing services online entertainment, e-learning.

UNIT-V	MOBILE COMMERCE	Classes: 09

Definition of mobile commerce, mobile commerce framework, growth of mobile commerce benefits and limitations of mobile commerce mobile network infrastructure, information distribution for mobile networks multimedia content, publishing, mobile payment models, mobile commerce applications

Text books

1. Gary P. Schneider, "Ecommerce-Strategy, Technology and Implementation", Cengage Learning, India Edition.
2. Kenneth C. Laud on, Carol Guercio Traver, "E-commerce–Business", Technology,
3. Bharat Bhasker, "Electronic Commerce Framework, Technologies and Applications", 3rd Edition. Tata McGraw, Hill.

Reference books

1. Efraim Turban, Tae Lee, David King and H. Michael Chung, "Electronic Commerce, Managerial Perspective", Pearson Education Asia
2. CSV Murthy, "E-commerce-Concepts, Models and Strategies", HPH.
3. J. Christopher Westland and Theodore H K Clark, "Global Electronic Commerce, Theory and Case Studies", Oxford Universities Press.

Web References

1. https://www.open.edu/openlearn/money-business/E-marketing and-reporting/content-section---references
2. https://lcsc.libguides.com/c.php?g=436550&p=2976238
3. https://www.researchgate.net/publication/327767641_E-Marketing Recommended Textbooks

E-Text Books

1. http://www.freebookcentre.net/Marketing/E-Marketing.html
2. https://bookboon.com/en/Marketing-ebooks
3. https://www.amazon.in/Dictionary-EMarketing-Oxford-Quick-Reference/dp/0199563055