**Principles of Marketing and E-Commerce**

**Second Stage – Second Semester**

**Asst. Prof. Prabhu Mannadhan**

**Academic Year: 2022-2023**

**Course Book**

|  |  |  |
| --- | --- | --- |
| **S. No.** | **Information** | **Details** |
|  | **Course Name** | FINANCIAL MARKET |
|  | **Course Code** | AC201PMEC |
|  | **Lecturer In-charge** | Dr. Prabhu Mannadhan |
|  | **College/Department** | Administration and Economics/Accounting and Finance |
|  | **Contact Information** | bordauprabhu@lfu.edu.krd |
|  | **Time (in hours) per Week** | 3 Hours |
|  | **Office Hours** | Tuesday 11.00-01.00 and Wednesday 12:00-01:00 |
|  | **Teacher’s Academic Profile** | https://staff.lfu.edu.krd/faculty/bordauprabhu |
|  | **Academic Title** | Assistant Professor |
|  | **Keywords** | E-Management, E-Commerce, Marketing |
|  | **Course Overview:**  As consumers, we each experience what could be marketing case studies every day. We are exposed to thousands of advertising messages. We develop needs, research solutions, evaluate options, make purchases, and experience satisfaction or disappointment. This makes marketing a particularly stimulating subject for teachers and learners, since its practical application is visible every day. Old rules of marketing are no longer useful to those who want to influence these new consumer’s choices. E-commerce can be seen to present considerable structural and cultural challenges for large established organisations. It is also potentially changing a number of aspects of customer management. Our course will lead the exploration of the leading edge of this paradigm shift that is now underway. Our course introduces students to the concepts and processes of marketing and takes them deeper into the work of marketing. | |

|  |  |
| --- | --- |
| **12.** | **Aims & Objective:**  Course Objective:  The aim of the course is to introduce students to:  1. To understand the conceptual foundations of Marketing Management as a functional area of business.  2. To understand the application of marketing concepts in making strategic decisions.  3. The fundamental principles of marketing e-commerce and the role of management.  4. Upon successful completion of the course students will be able to:  5. Recognize the fundamental principles of marketing and e- commerce  6. Distinguish the role of management in the context of marketing and e-commerce. |
| **13.** | **Course Requirement: Core Course**  Students are expected to come early to the class and bring their note books and other relevant material for learning. They are expected to adhere with the classroom etiquettes. |
| **14.** | **Teaching and Learning Method:** The module will be delivered to the students through the use modern technology, case study, reading material, flipped classroom, video and case analysis. The student-centered approach will be applied. The strategies to be implemented to target students learning outcome. |
| **15.** | **Assessment Scheme:**   * 25 % Mid-term Examination * 15 % Assignments and Quizzes * 60 % Final Examination |
| **16.** | **Students Learning Outcome:**  Student Learning Outcome  By the end of the course, students should be able to:  1. Identify the marketing process and how it fits into business operations  2. Differentiate between categories of consumer criteria for determining value  3. Recall the strategies used within each of the marketing mixes  4. Recognize how to identify target markets and environments by analyzing demographics and consumer behavior  5.Understand what is market , marketing and e-commerce .  6.Understand the types of marketing and e-commerce that allow it to be as enabler and supporter to the e-management.  7.Explaine what are the principles of marketing and e commerce -management |
| **17.** | **Course Reading List and References**  Course Reading List and References:   * E-Commerce Business Models, Analyzing’s Costs, Electronic payment systems, An Overview * Dave Chaffey, E-Business and E-Commerce Management, Pearson, 2007 * P.T. Joseph, E- commerce: An Indian Perspective, Prentice-Hall, 2009 |
| **18.** | **Course Content** |

**Course Content**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No.** | **Lecture Week** | **No. of Hours** | **Topics** |
| 1. | Week 1 | 3 | What is Marketing?, Definition of Marketing  Objectives of Marketing,  Marketing Functions |
| 2. | Week 2 | 3 | Selling & Marketing  The Marketing Mix  Old Concepts of Marketing, New Concepts of Marketing |
| 3. | Week 3 | 3 | Marketing Environment  Micro Environment, Macro Environment |
| 4. | Week 4 | 3 | Importance of Marketing, Evolution of Marketing Concept |

|  |  |  |  |
| --- | --- | --- | --- |
| 5. | Week 5 | 3 | Consumer Behaviour, Difference Between Consumer & Customer  Importance of Consumer Behaviour  Factors Influencing Consumer Behaviour |
| 6. | Week 6 | 3 | Foundations of Electronic Commerce |
| 7. | Week 7 | 3 | Retailing in Electronic Commerce |
| 8. | Week 8 | 3 | **Mid Term Exam** |
| 9. | Week 9 | 3 | Internet Consumers and Market Research  Advertisement in Electronic Commerce |
| 10. | Week 10 | 3 | Electronic Commerce for Service Industries |
| 11. | Week 11 | 3 | Business-to-Business Electronic Commerce |
| 12. | Week 12 | 3 | Intranet and Extranet |
| 13. | Week 13 | 3 | Electronic Payment Systems |
| 14. | Week 14 | 3 | Chapter Review |
| 15. | Week 15 | Final Examination | |

|  |  |
| --- | --- |
| **19.** | **Examinations:**   * **Define the terms of** E**-Management** * **List the methods of analyzing** * **Solve and discussing the issues in** E**-Management** |
| **20.** | **Course Policy:**   * There will be many activities going on throughout the course period in order to ensure and guarantee the learning outcomes. Therefore, students are expected to pay full attention and participate in all classroom activities in order to maximize their learning and understanding. |
| **21.** | **Note:**   * Seek help from the lecturer or your classmates whenever you need to. * Time spent in learning is never wasted, however, make sure that you make it enjoyable. * Keep a personal notebook to write down your notes in the lectures. Don’t rely on your friend’s notes as each one of you is different and has different learning approaches. |