

# MKT 301 : E-Marketing

The E-marketing course provides a framework for understanding how the Internet and related technologies affect marketing. The course covers basic aspects of the technological part of Internet marketing (e.g. Internet development and applications). But the main focus will be on the business part. More specifically, the courses address marketing mix over the Internet, online consumer behavior, online market research, mobile marketing, E-CRM, Legal/ethical issues, and social media revolution.

**Credits** 3

**Core Requirement**

MCC

**Prerequisite Courses**

MKT 201