

# MKTG 2008 PRINCIPLES OF E-MARKETING

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**Credit Points** 10

**Legacy Code** 200233

**Coordinator** Hugh Pattinson ([https://directory.westernsydney.edu.au/search/name/Hugh Pattinson/](https://directory.westernsydney.edu.au/search/name/Hugh%20Pattinson/))

**Description** This subject introduces students to emerging electronic business environments and their implications for the marketing manager. There will be emphasis on how organisations may rethink the ways in which they build relationships directly with customers. Using the Internet as a template for emerging new businesses, students will be introduced to electronic business models, concepts and tools. Students will explore at an introductory level legal, social and organisational issues related to the development of virtual communities and corporations within emerging electronic environments.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate an understanding of the nature and scope of electronic business through analysing electronic business models.
2. Be able to describe electronic infrastructure.
3. Demonstrate awareness of the contemporary electronic business developments.
4. Describe the concepts and development of the internet and the World Wide Web.
5. Critically assess, implement and value electronic business models and initiatives.
6. Complete a research or business plan project related to electronic business initiatives and activities.

## Subject Content

Electronic business models  
 Designing the customer interface  
 Market communications and branding  
 Implementation of e-business initiatives  
 Metrics, capital infrastructure and financing  
 Managing customer relationships using information  
 Enterprise resource planning (ERP)  
 Legal and ethical issues  
 Emerging issues within the e-paradigm

Teaching Periods