

1.	Name of Course/Module	Marketing & E-Commerce
2.	Course Code	TME2361
3.	Status of Subject	Major for B.IT Information Technology Management
4.	MQF Level/Stage	Bachelor Degree – MQF Level 6
5.	Version (state the date of the last Senate approval)	June 2012
6.	Requirement for Registration	None
7.	Name(s) of academic/teaching staff	Lew Sook Ling Siti Fatimah Abdul Razak
8.	Semester and Year offered	Trimester 1 (Delta Level)
9.	Objective of the course/module in the programme :	
	The major areas of this study include introduction to electronic-commerce, marketing principles, monetary transaction on the Internet, and advertising on the Internet etc.	
10.	Learning Outcomes :	
	At the completion of the subject, students should be able to:	
	LO1: Discuss the role of the Internet in marketing and the strategic value of E-Commerce (Affective, Level 2).	
	LO2: Evaluate an e-commerce business from a technical, business and wider perspective (Cognitive, Level 6).	
	LO3: Evaluate different e-commerce options for its application (Cognitive, Level 6).	
	LO4: Demonstrate knowledge and skills in identifying customer needs in domestic and international settings (Cognitive, Level 3).	
11.	Synopsis:	
	This course provides an introduction to the fundamental aspects of marketing, with e-commerce used as a tool to enhance marketing management in the new economy. It covers the main elements of the four P's of marketing mix – product, price, promotion, and place.	
	Kursus ini memberi pengenalan mengenai aspek-aspek pemasaran, dan merangkumi elektronik perdagangan untuk menyokong pengurusan perdagangan di dalam "ekonomi baru". Ia meliputi unsur-unsur pemasaran yang penting seperti produk, harga, promosi dan tempat.	
12.	Mapping of Subject to Programme Outcomes :	
	Programme Outcomes	% of Contribution
	PO1: Apply soft skills in work and career related activities.	33.33
	PO7: Demonstrate knowledge and understanding of essential facts, concepts, principles, and theories relating to information technology management.	50
	PO8: Apply principles and knowledge of information technology management in relevant areas.	16.67
13.	Assessment Methods and Types :	

	Method and Type	Description/Details	Percentage
	Test		10%
	Tutorial		10%
	Quiz		5%
	Assignment	Report & Presentation	15%
	Final Exam		60%
14.	Details of Subject		
	Topics	Mode of Delivery	
		Lecture	Tutorial
	1. Understanding Marketing And The Marketing Process What is marketing? How is marketing done? When did marketing begin? The evaluation of the Concept and Why is Marketing important.	2	1
	2. Understanding Electronic Commerce Electronic Commerce Framework, Traditional vs. Electronic Transactions, Electronic Commerce and Media Convergence, The Anatomy of E-Commerce Applications, E-Commerce Applications, E-Commerce Organization Applications, New Opportunities and Challenges and The Benefits of E-Commerce.	2	1
	3. Product Management And Marketing Services What is product?, Classifying Products, New Products and the Diffusion of Innovations, The Product Life Cycle, Developing Strategies for New and Existing Products, Create Product Identity, Branding Decisions, Packaging and Labeling Decisions.	4	2
	4. Marketing Communication Promotion Mix and Steps in Developing Effective Communication.	4	2
	5. Advertising, Sales Promotion And Public Relations Major Decision in Advertising, Types of Sales Promotion and The Sales Promotion Process.	2	1
	6. The Function And Tools Of Public Relations Information based marketing and Advertising on Internet.	2	1
	7. Consumer Behavior And Business Buyer Behaviour Individual Influences on Consumer Behaviour, External Influences on Consumer Behaviour, The Consumer Decision Process, Characteristics of Business Market and The Business Buying Decision Process.	2	1
	8. Monetary Transaction On The Net Types of electronic Payment Systems, Digital Token Based Electronic Payment Systems, Smart cards, Credit cards and Electronic payment Systems.	2	1
	9. Security And Electronic Commerce The Benefits of Cryptography, The Process of Encryption, the Working of Public Key Cryptography, The Importance of Digital Certificates, A Comparison of Encryption Methods and An Overview of Internet Security Systems.	2	1
	10. Electronic Customer Support My web Response Systems and PPI, Security and Software Modules, Submitting and Tracking On-Line Problems and Dividing Processes to Protect Corporate information.	2	1

	11. The Virtual Factory Virtual Co-ordination and Collaboration, Controlling Access to Shared and Applications and Entrusting Access to an Intermediary.		2	1
	12. Strategic Planning And The Marketing Process Defining the Firm Business Mission, setting Corporate Goals and Objectives, Business Portfolio, The Marketing Planning process, Analyse the Marketing environment, set Marketing Objectives, Develop Marketing Strategies, Prepare a Marketing plan, organize for Implementation, establish the Control process and charting the On-Line marketing process.		2	1
	Total		28	14
15.	Tutorials			
	<ul style="list-style-type: none"> • Understanding marketing and the marketing process • Understanding electronic commerce • Product strategies • Pricing strategies • Place strategies • Promotional strategies 			
16.	Total Student Learning Time (SLT)	Face to Face (Hour)	Total Guided and Independent Learning	
	Lecture	28	28	
	Tutorials	14	14	
	Laboratory/Practical			
	Presentation	1	3	
	Assignment	-	10	
	Mid Term Test	1	5	
	Final Exam	2	20	
	Quizzes	2 times	2	
	Sub Total	46	82	
	Total SLT	128/40 = 3.2 => 3		
17.	Credit Value	3		
18.	Reading Materials :			
	Textbook		Reference Materials	
	1. Internet Marketing & E-Commerce (2007), Hanson, W & Kalyanam, K, Thomson South-Western.		1. Internet Marketing, building advantage in anetworked economy (2004) 2nd ed, Mohammed, R. Fisher, R. Jaworski, B. & Paddison, G. McGraw-Hill.	
19.	Appendix (to be compiled when submitting the complete syllabus for the programme) :			
	<ol style="list-style-type: none"> 1. Mission and Vision of the University and Faculty 2. Mapping of Programme Objectives to Vision and Mission of Faculty and University 3. Mapping of Programme Outcome to Programme Objectives 4. Programme Objective and Outcomes (Measurement and Descriptions) 			