

**SUMMARY OF INFORMATION ON EACH COURSE**

1.	Name of Course	Marketing & E-Commerce	
2.	Course Code	TME3221	
3.	Status of Course [Applies to (cohort) ]	Specialisation Core for B.IT (Hons) Information Technology Management Elective for B.IT (Hons) Security Technology, B.IT (Hons) Data Communications and Networking and B.IT (Hons) Artificial Intelligence.	
4.	MQF Level/Stage Note : <i>Certificate – MQF Level 3</i> <i>Diploma – MQF Level 4</i> <i>Bachelor – MQF Level 6</i> <i>Masters – MQF Level 7</i> <i>Doctoral – MQF Level 8</i>	Bachelor – MQF Level 6	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Date of previous version : June 2015 Date of current version : December 2016	
6.	Pre-Requisite	None	
7.	Name(s) of academic/teaching staff	Lew Sook Ling Afizan Azman	
8.	Semester and Year offered	Trimester 2, Year 3	
9.	Objective of the course 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.	Justification for including the course in the programme : 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 which are essential for IT managers.		
11.	Course Learning Outcomes :		
	Domain	Level	
	LO1 Explain the role of the Internet in marketing and the strategic value of E-Commerce.	Cognitive	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	

**SUMMARY OF INFORMATION ON EACH COURSE**

LO4	Demonstrate knowledge and skills in identifying customer needs in domestic and international settings.	Cognitive	Level 3						
12.	Mapping of Learning Outcomes to Programme Outcomes :								
	Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
	LO1	X						X	
	LO2							X	
	LO3								X
	LO4	X						X	
13.	Assessment Methods and Types :								
	Method and Type	Description/Details						Percentage	
	1 Final Examination	Written						60	
	2 Test	Written						10	
	3 Quiz	Written						5	
	4 Assignment	Report and Presentation						15	
	5 Tutorial	Written						10	
14.	Mapping of assessment components to learning outcomes (LOs)								
	Assessment Components	LO1	LO2	LO3	LO4				
	Assessment 1	75	75	60	80				
	Assessment 2	12.50	12.50	10					
	Assessment 3			5					
	Assessment 4			15	20				
	Assessment 5	12.50	12.50	10					
15.	Details of Course								
	Topics			Mode of Delivery					
				Lecture			Tutorial		
	<b>1.Understanding Marketing And The Marketing Process</b> What is marketing? How is marketing done? When did marketing begin? The evaluation of the Concept and Why is Marketing important.			2			1		

**SUMMARY OF INFORMATION ON EACH COURSE**

<p><b>2. Understanding Electronic Commerce</b>                  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.</p>	2	1
<p><b>3. Product Management And Marketing Services</b>                  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 Labelling Decisions.</p>	4	2
<p><b>4. Marketing Communication</b>                  Promotion Mix and Steps in Developing Effective Communication.</p>	4	2
<p><b>5. Advertising, Sales Promotion And Public Relations</b>                  Major Decision in Advertising, Types of Sales Promotion and The Sales Promotion Process.</p>	2	1
<p><b>6. The Function And Tools Of Public Relations</b>                  Information based marketing and Advertising on Internet.</p>	2	1
<p><b>7. Consumer Behaviour And Business Buyer Behaviour</b>                  Individual Influences on Consumer Behaviour, External Influences on Consumer Behaviour, The Consumer Decision Process, Characteristics of Business Market and The Business Buying Decision Process.</p>	2	1

**SUMMARY OF INFORMATION ON EACH COURSE**

<b>8. Monetary Transaction On The Net</b> Types of electronic Payment Systems, Digital Token Based Electronic Payment Systems, Smart cards, Credit cards and Electronic payment Systems.	2	1
<b>9. Security And Electronic Commerce</b> 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
<b>10. Electronic Customer Support</b> 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
<b>11. The Virtual Factory</b> Virtual Co-ordination and Collaboration, Controlling Access to Share and Applications and Entrusting Access to an Intermediary.	2	1
<b>12. Strategic Planning And The Marketing Process</b> 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, organizes for Implementation, and establishes the Control process and charting the On-Line marketing process.	2	1
<b>Total</b>	<b>28</b>	<b>14</b>
Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning

**SUMMARY OF INFORMATION ON EACH COURSE**

	Lecture	28	28
	Tutorials	14	14
	Laboratory/Practical	-	-
	Presentation	1	3
	Assignment	-	10
	Mid Term Test	1	3
	Final Exam	2	15
	Quizzes	1 times	1
	Sub Total	46	74
	Total SLT	<b>120</b>	
16.	Credit Value	3	
17.	Reading Materials:		
	Textbooks		
	Judy Strauss and Raymond Frost. (2014). "E-Marketing", 7th Ed., Prentice Hall.		
	Reference Material (including 'Statutes' for Law)		
	1. Mary Lou Roberts and Debra Zahay (2012). "Internet Marketing: Integrating Online and Offline Strategies", 3 <sup>rd</sup> Ed., McGraw-Hill.		
	2. Ward Hanson and Kirthi Kalyanam. (2012). "Internet Marketing and E-Commerce", 2 <sup>nd</sup> Ed., Cengage Learning.		

**SUMMARY OF INFORMATION ON EACH COURSE**

Appendix (to be compiled when submitting the complete syllabus for the programme) :

1. Mission and Vision of the University and Faculty
2. Programme Objectives or Programme Educational Objectives
3. Programme Outcomes (POs)
4. Mapping of POs to the 8 MQF domain
5. Summary of the Bloom's Taxonomy's Domain Coverage in all the Los in the format below :

Subject	Learning Outcomes (please state the learning Outcomes)	Bloom's Taxonomy Domain		
		Affective	Cognitive	Psychomotor
ABC1234	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			
DEF5678	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			

6. Summary of LO to PO measurement
7. Measurement and Tabulation of result for LO achievement
8. Measurement Tabulation of result for PO achievement