

Liverpool John Moores University

Title: E-BUSINESS MARKETING
Status: Definitive
Code: **6017BUSMK** (117116)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Natalie Counsell	Y
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Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 52
Total Learning Hours: 240 **Private Study:** 188

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	11
Seminar	28
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Technology	Tech.	Practical based assessment	60	
Exam	Exam.	Exam	40	2

Aims

To enable students to gain an in depth understanding of emerging trends and business models in the New Economy with particular focus on e-Marketing.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate a range of e-business practices in terms of their underlying business models.
- 2 Critically evaluate the impact of e-Business practices on the Marketing function.
- 3 Apply the principles of effective web design and e-Marketing practices in the development of an on-line portfolio.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Tech.	3	
Examination	1	2

Outline Syllabus

A broad based course in e-business marketing designed to develop understanding of the growth of the 'New Economy' and its business practices with particular emphasis on the Marketing function. A complementary programme of skills development will enable students to understand and participate in the development of e-business solutions.

Key areas covered include: growth of the Internet; types of e-business activity; business models for e-commerce; legal issues; internet marketing strategies; internet marketing communications.

Learning Activities

The course will comprise a series of practically oriented tutorials in which you will learn how to create a simple web site backed by lectures providing the underpinning knowledge of e-business. These two elements will be brought together as your assessment will require development of a web based e-business application.

Notes

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