



TRIPURA UNIVERSITY

**(A Central University)
Suryamaninagar-799022**

Syllabus on Soft Study Course

E-marketing

2014

Soft Skill Course

E-marketing

Course Credit-4 credits

Full Marks-100

Unit-I

Introduction and E-marketing theories:

Introduction to e-marketing, E-marketing strategy analysis, E-marketing plan, exposure to e-commerce portals for portal design, E-commerce vs. e-Business, Internet Economy.

Unit-II

Design and segmentation issues:

Website design, Domain name branding, market segments understanding and targeting, differentiation and positioning strategies.

Unit-III

E-marketing mix:

Product: the online offer, pricing to deliver online value, internet for distribution and promotion, the 4Ps in E-marketing, Additional 3Ps in E-marketing services.

Unit-IV

Search Engine marketing:

Viral marketing, social networking marketing, customer relationship management, Pay-per-click advertising (PPC) model, Content management systems.

Suggested Reading:

1. E-marketing: Strauss J. & Frost R. (2014). Upper Saddle River, NJ: Prentice Hall
2. Digital Marketing: Global Strategies from the World's Leading Experts. Wind J. & Mahajan V. 1st Ed. Wiley.
3. DigiMarketing: The Essential Guide to New Media & Digital Marketing. Wertime K. & Fenwick I. Wiley.