

Internet marketing assignment



**ASSIGN
BUSTER**

This area of study is subject to rapid rates of change with an immense array of continually developing technology converging and impacting on how e-business operates. Internet marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. Being able to use the internet for promotion is a core skill and this is covered in detail through search engine marketing.

The topic of public relations This unit also addresses the utility and importance of the internet for market research. Data from customer relationship management can be used to support internet market research. This research can, in turn, lead to improvements in customer relations by enabling the company to supply better products and services. An understanding of these areas is therefore required. To be able to research and design an internet marketing plan is an essential skill and learners will explore, the steps involved in drawing up these plans.

This activity will bring together the skills covered in this unit. Aim: This unit provides learners with an understanding of internet marketing so they can develop the skills to use the internet for promotion, advertising, interactive communications, market research, developing customer relationships and an internet marketing plan. Key Objectives: The key objective of this module is to provide students with comprehensive, practical guidance on how companies can get the most out of the web to meet their marketing goals.

The analysis of the internet environment will help to understand how internet marketing is used by companies and organizations to achieve a competitive

advantage questioning the validity of traditional marketing theory and existing models. Emerging models for developing marketing strategies will be presented taking into account the different elements of the marketing mix and tactics to build and to sustain ‘one-to-one’ relationships with customers. Techniques for communicating with customers, building relationships and facilitating electronic commerce will be presented.

Learning Outcomes and Assessment Criteria: LOL Understand marketing through the internet 1. 1 explain the elements of internet marketing 1. 2 evaluate the internet marketing mix 1. 3 compare internet marketing tools – e-tools 1. 4 examine interactive order processing ALL Be able to use the internet for promotion using digital marketing communications 2. 1 demonstrate the mechanics of search engine marketing 2. 2 write the copy for a suitable opt-in email marketing newsletter 2. 3 follow idleness for best practice in online public relations 2. 4 demonstrate how businesses can use new digital media communities, e. G. Ill-sharing sites ALL Be able to produce market research to support customer relationship management 3. 1 conduct secondary market research 3. 2 design an online survey 3. 3 demonstrate the use of electronic customer relationship Marketing 4. 1 produce an outline internet marketing plan 4. 2 create a presentation on pay per click advertising. Knowledge and Understanding: A critical understanding of the concepts, approaches, technologies and techniques relating to internet marketing. A critical understanding of the organizational issues and models relating to the development and implementation of internet marketing strategy.

Critically apply relevant internet marketing approaches, technologies and techniques to appropriate organizational settings through an ability to critically synthesize and evaluate information from a variety of sources.

Indicative content: 1. Understand marketing through the internet The elements of internet marketing: definition of digital marketing; definition of e-commerce and e-business; the internet micro- and macro-environment; benefits of internet marketing e. G. Each, scope, immediacy, interactivity, targeting; adaptive and closed loop marketing The internet marketing mix: product and branding; place e. . Channels, virtual organizations; price e. G. Auctions; promotions; people; processes; physical evidence; digital marketing tools/e-tools; the online marketing matrix including business and consumer markets; the online customer Interactive order processing: choosing a supplier; selecting a product; check stock availability; placing order; authorization of payment; input of data; data transfer; order processing; online confirmation and delivery information; tracking of order; delivery; data integrity and security systems; technology e. Three-tier architecture (client-server- database); waveforms 2. Be able to use the internet for promotion using digital marketing communications Search engine marketing (SEEM): definition of SEEM, definition of search engine optimization (SEE); advantages and disadvantages of SEE; best practice in SEE; paid search engine marketing, pay per click advertising (PC); landing pages; long tail concept; ego-targeting e. G. Google Towards; opt in email and email marketing Online public relations (POOR): definition; advantages and disadvantages; best practice in

POOR; online partnerships and affiliation; interactive display advertising; mobile commerce; viral marketing; using offline techniques to support online media

The internet as a community: customer 'ownership' of sites via interactivity, instant messaging (IM); chatrooms; discussion groups; blogs; portals e. G. Yahoo; social media networks e. G. Facebook; file sharing sites e. G. YouTube; Flickr, Twitter; how businesses can use these media; online reputation management tactics

3. Be able to produce market research to support customer relationship management

Market research: secondary research data e. Published surveys and reports, online research communities; Google insights and trends; blogs; government information e. G. Census; types of research e. G. Researching customer needs; types of information required e. G. Quantitative data or qualitative data; primary market research methods

online market research: establish the project goals

egg secondary research – background to a business problem, primary research – new product for existing customers; determine your sample; choose research methodology e. G. Survey sent via email or advertised online; create your questionnaire e. G. SurveyMonkey.com; pre-test the questionnaire; conduct interviews; enter data; analyse data; produce the reports

Relationship marketing: benefits of relationship marketing e. G. Loyalty, lower costs, easier targeting; electronic customer relationship marketing (eCRM); operational CRM; analytical CRM and data mining e. G. Amazon past purchase suggestions – collaborative filtering; web analytics; conversion optimization; segmenting customers e. G. By value, by loyalty; eCRM technology e. G. Salesrooms software; implementing eCRM

egg attracting new and existing customers, necessitating customers, embrace, capturing information; collaborative CRM; maintaining dialogue online and

<https://assignbuster.com/internet-marketing-assignment-essay-samples-6/>

offline; vendor relationship management PRM Security and trust issues: ' permission marketing; value of orders; lead times; payment authorized in advance; consumer trust; transaction security e. G. Tat, financial details; I-J Data Protection Act 4. Be able to design an internet marketing plan The internet marketing plan: situational analysis, key performance indicators in internet marketing e. G. Click through rates, churn rates, sessions; SOOT e. G. Examination of business strengths e. G. Customer data, weaknesses, opportunities e. G. Opt in email campaigns, threats; environmental analysis; competitors analysis; channel analysis e. G. Exiting; set objectives; target markets e. G. Segmenting by channel; decide media e. G. Pay per click; control; feedback Creating an online pay per click campaign: preprinting e. G. Online and offline analysis of the business (as above); customer demographics; the industry and competitors; goal definition e. G. Branding campaigns; set budget, Cost Per Action (CPA) and targets; keyword research; copy; rating; bidding; measure; analyzing; testing; optimizing

Programmer Specification Accrediting Body: DEDUCED course: BEET HAND IN BUSINESS unit: 30 INTERNET MARKETING Lecture Schedule Outcome of session Activity/seminar and formative assessment Resources Introduction to the module and assignment brief Awareness of the module and mode of assessment General discussion Module booklet 2 Introduction to the module, mode of assessment, awareness of the awarding body, assessment criteria and the mode of assessment Brief assessment of learners' previous understanding of key marketing concepts Module handbook and Powering slides Online video resource 3

The Internet marketing mix By the end of the session the student will be able to explain: the concepts of product and branding; the marketing mix (product, price, place, promotion) as well as the extended marketing mix (people, processes and physical evidence). Moderated discussions about the relevance of the marketing mix to internet marketing.

Power point slides prepared by the lecturer 4 Internet marketing tools - e-tools By the end of the session, the learner should be able to identify and explain what constitutes e-tools, the online marketing matrix, (including business and consumer arrest) as well as the online customer Practical demonstration of the use of e-tools in the classroom. Powering slides and case study 5 Interactive order processing Demonstrating an understanding of the various ways by which orders may be processed through an interactive platform. Browsing of various company websites (Tests, Argos and Dell) that enable interactive order processing.

Case study, online browsing of different organizations and 6 Review Weeks 1 - 5 (Workshop on Task 1) To outline how to answer the questions in Task 1 To compose a draft of Task 1 Computer Lab 7 The mechanics of search engine marketing Having a clear understanding of the principles upon which search engine marketing Computer lab 8 Writing the copy for a suitable opt-in email marketing newsletter Ability to write a marketing newsletter which is suitable for use by an organization (commercial or non-commercial). Practical sessions of creating a marketing newsletter; identifying and selecting the contents of the newsletter.

Classroom teaching, followed by practical sessions in the computer lab. 9 Guidelines for best practice in online public relations Explain and illustrate the essence of Public Relations. Discuss how PR differs from Advertising and Publicity. Case study and addressing the LO Powering slides and lecture notes. 10 Review Weeks 7 – 9 (Workshop on Task 2) To outline how to answer the questions in Task 2 To compose a draft of Task 2 11 Digital media communities A demonstration of good understanding of digital media communities and the interrelationships which exist amongst members.

Moderated classroom discussions that address the learning outcome.

Powering slides, lecture notes and wipe board. 12 Conducting secondary market research and designing an online survey A clear understanding of the usefulness of marketing research to business organizations. Group work to design online surveys. Powering slides, backed with practical sessions in the computer lab. 13 Electronic Customer Relationship Marketing Explain the purpose of customer relationship marketing; what are its pros and cons? Case study that addresses the learning outcome. Powering slides, backed with practical sessions in the computer lab. 4 Explain the concept of the internet marketing plan; Explain how it differs from the conventional marketing plan; Discuss the various contents of the internet marketing plan.

Moderated discussions and short answer questions that address the learning outcome. Powering slides, backed with practical sessions in the computer lab. 15 Creating a presentation on pay per click advertising Explain the term ‘ pay per click clearly; Explain its pros and cons. Discussion and reflective feedback. Powering slides, backed with practical sessions in the computer lab. 6 Assignment support 17 18 19 Assignment/Assessment / support and

feedback 20 21 Core Texts: Chaffed, D. (2006) Internet Marketing: Strategy, Implementation and practice, 3rd Deed. , FT Prentice Hall Other recommended texts: Danna, S. And Danna, S. (2003) Strategic Internet Marketing. Wiley Smith, P. R. And Chaffed, D. 2005) marketing excellence: The Heart of business. Strauss, J. , El- Anyways, E. , Frost R. (2006) E-Marketing International edition, 4th edition, Pearson Journals and newspapers The International Journal of Information Management http://www.Elsevier.Mom/WAP/find/Jurisdictionally.CSS_home/30434/description#description The Journal of Electronic Commerce Research [Contribution: 100% of the module Outline Details: Individual report approve 4500 words. Details enclosed in the assignment brief. Teaching and Learning Activities The module tutor\(s\) will aim to combine lectures with tutorial activities. This environment will provide opportunities for the student to understand the course material through case study and text and to apply it in a practical way. The intent is o facilitate interactive class activities, and discussion about the significant role of research in a global and local business environment. 2. Teaching Ethos The college’s approach towards teaching and learning is simple and effective. The main aim of KICKBACK is](http://www.Jacre.Org/Videos>Websites www.Acre.Ukulele current training and development topics Mom a Journal with articles on international aspects of man Session Update Date Signature 13 14 Module Leader: Mr. Andrew Wigwag Campus: Wentworth house Contact details:Com Assessment: The module will be assessed meeting all the LO as specified by the awarding body, Deed Excel. Please read the instructions carefully while addressing the tasks specified.</p></div><div data-bbox=)

<https://assignbuster.com/internet-marketing-assignment-essay-samples-6/>

to assist learners in maximizing their potential by ensuring that they are taught clearly and effectively. This will enable students to engage in the learning environment and promote success in both their academic studies and subsequent career.

2. 3. 1 Methods of Delivery: LECTURES: These will be developed around the key concepts as mentioned in the indicative rouser content and will use a range of live examples and cases from business practice to demonstrate the application of theoretical concepts.