



**EFFECTIVE: JANUARY, 2008**  
**CURRICULUM GUIDELINES**

A. Division: **Education**

Effective Date: **January 2008**

B.

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain techniques and strategy brought about by the use of technology in marketing;
2. demonstrate and understanding of the history and development of internet marketing and e-commerce;
3. identify and explain the use of different online business models;
4. demonstrate an understanding of the importance of brand management online;
5. develop an e-marketing plan;
6. create and evaluate internet marketing programs;
7. assess online pricing options and implications
8. develop an e-communications plan;
9. explain distribution considerations due to the emergence of digital technologies;
10. explain the role of digital media in identifying, anticipating and satisfying consumer needs and wants;
11. assess the legal, ethical, regulatory, and social issues impacting e-marketing initiatives
12. explain the opportunities and challenges of conducting marketing research online;

**N:** Course Content:

1. Background and history of e-marketing
2. Conducting a situation analysis of the e-marketing environment
3. Developing a strategic e-marketing plan
4. Online market segmentation and positioning
5. The online marketing mix
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**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

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Course Designer(s): **Lorne Patterson**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Rosilyn G. Coulson**

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Registrar: **Trish Angus**

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