



ME2094 Internet Marketing 7.5 credits

Internetmarknadsföring

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for ME2094 valid from Autumn 2017

Grading scale

A, B, C, D, E, FX, F

Education cycle

Second cycle

Main field of study

Industrial Management

Specific prerequisites

Basic course in marketing, ME1305 or similar.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

- Recognize different forces that changes the application of marketing when Internet is concerned
- Design and implement appropriate business models within the World Wide Web and other related and applicable platforms
- Design and implement strategic marketing strategies within the internet environment for firms understand the facets of e-business Models
- being able to utilize marketing functions of product, pricing, distribution, and marketing communication within the e-environment

Course contents

- Introduction to e-Marketing
- Theories of Electronic marketing
- Search Engine Marketing
- Web marketing
- Viral marketing
- Social Networking Marketing
- Mobile marketing
- Micro Blogging

Course literature

- Digital Marketing Essentials by Jeff Larson & Stuart Draper
- Additional readings will be assigned at the beginning of the course

Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

Other requirements for final grade

Project work

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.