

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: MRKT 333 Department: Business Administration

Course Title: Marketing for the Internet Semester: Spring Year: 2001

Objectives/Competencies

Course Objective	Competencies
1. Develop an understanding of Internet marketing strategies.	1. Review and evaluate websites.
2. Develop proficiency of Internet marketing terminology.	2. Perform a competitive industry analysis of three e-commerce businesses, research, compare and contrast to their industry as a whole.
3. Develop a marketing plan.	1. Ability to use professional vocabulary to describe a variety of marketing techniques and strategies for the Internet. 1. Formulate a strategy. 2. Describe the strategy in standard marketing plan format. 3. Create realistic sales and financial projections. 4. Demonstrate the added value. 5. Perform a competitive analysis. 6. Formulate ways to take advantage of Internet technologies to enhance the business profitability. 7. Define appropriate Internet customer service levels and options.

Course Objective	Competencies
4. To create persuasive oral and written marketing presentations.	1. Participate actively in two group projects both with a written paper and a Power Point presentation.