

<b>Module Title</b>	<b>Electronic and Internet Marketing</b>
<b>Class-Contact Hours</b>	45 hours
<b>Module Value</b>	0.75
<b>Module Rationale/Aims</b>	To provide students with the basic understanding of the methods and tools for developing electronic and internet marketing in the digital age.
<b>Pre-requisites/Co-requisites</b>	Marketing
<b>Learning Objectives</b>	To enable students to: <ul style="list-style-type: none"><li>• Develop strategies for integrated electronic and Internet marketing.</li><li>• Describe and explain on-line marketing tools for e-business.</li><li>• Undertake marketing research using the resources of the WWW.</li><li>• Make effective use of the internet/WWW in marketing</li></ul>