WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: BMK 355
COURSE TITLE: Internet Marketing

I. LEARNING OUTCOMES AND GOALS:

GOAL A: Understand the foundations of Internet marketing
Learning Outcomes: The student will:
A-1 gain an understanding and appreciation of the foundation of Internet marketing and associated business models
A-2 develop an understanding of the DNI (Digital Network Individualization) approach, building on the three general purpose technologies driving Internet marketing.

GOAL B: Understand and develop the skills an Internet marketer needs to meet the responsibilities and capitalize on the opportunities the Net creates.
Learning Outcomes: The student will:
B-1 examine profitability and Net business models
B-2 learn about online branding and persuasion, extending the concept of general brand strategy to online branding activity
B-3 learn about traffic building and the challenge of acquiring visitors
B-4 learn about relationship marketing and its extension online through concepts as “conversation” and personalization; and building loyalty and commitment among “visitors”
B-5 learn about issues in innovation, such as the acceleration of product life cycles
B-6 learn about pricing issues, including competitive strategy, real-time pricing, the “price” of “free” and its implications, and techniques such as bundling and versioning.

GOAL C: Understand the Techniques and Challenges of Online Commerce
Learning Outcomes: The student will
C-1 learn about retailing online
C-2 learn about market research tools that are used to measure online success
C-3 learn about organizational and legal challenges

II. RATIONALE:
The Internet has proven itself to be an important factor in 21st century living. One of the things it has changed is the way in which business is done, particularly the way in which strategic marketing decisions are made. Through this course, students will explore, research, and learn the unique challenges of Internet marketing and how to develop strategies for increasing customer satisfaction and retention.