

**Department of Commerce  
University of Delhi**

<b>Course : B.Com(Hons)</b>
<b>Semester : III (Third)</b>
<b>Subject : E-Marketing</b>
<b>Paper No. : BCH 3.5 (c)</b>

The meeting for the above mentioned paper was held at Maharaja Agrasen College, University of Delhi on Friday, 8<sup>th</sup> September, 2017 at 11.30 am . The following guidelines were set in the meeting with the consent of all teachers and the representative of Department of Commerce, University of Delhi:

**General Guidelines:**

1. The question paper for the final examination will be for 75 marks and the internal assessment for 25 marks.
2. The question paper shall consist of 5 questions, each with an internal choice, and comprehensively covering the entire syllabus of the paper.
3. Each question shall be of 15 marks, with not more than two parts.
4. Caselets may be included in the question paper with an internal choice.
5. The units in the prescribed syllabus are further divided into 5 parts with 15 marks allotted to each part.

**Unit Wise Specific Guidelines**

**Unit I (Part 1)**

**(10 classes)**

Concepts of marketing, scope and importance of marketing, marketing versus selling; Marketing mix; Concept of segmentation, targeting, and positioning, levels of segmentation; Brief overview of marketing decisions.

**Unit I (Part 2)**

**(10 classes)**

E-marketing: concept, nature, comparison with traditional marketing; Issues, challenges, and opportunities for e-marketing; Reasons for its growth and need; Popular tools/techniques of e-marketing; Introduction to e-marketing situations with caselets.

**Unit II**

**(25 classes)**

Bases and significance of market segmentation in an e-environment; Positioning strategies in an e-environment; E-marketing mix; Concept and scope of e-CRM; E-marketing and customer satisfaction; Types of e-customers, their buying process including Hierarchy of Response model; Types and role of communities and social networks.

**Unit III (PART 1)****(12 classes)**

Concept, scope, and significance of internet marketing, distinction between internet marketing and e-marketing; Website: importance, types, requisites, designing (with emphasis on the visual design of the website); Domain name branding: types and benefits; Search engine optimization: functions, types of traffic, keywords, and steps involved; Types of internet advertising; Online PR, news and reputation management.

**Unit III (PART 2)****(8 classes)**

Direct marketing: scope and growth; E-mail marketing: types, strategies, importance; Social media marketing: concept and techniques; Blogging: types and role; PPC marketing; Video-marketing for business purposes: tools and techniques