C.U. SHAH UNIVERSITY
VBT's Institute of Commerce
Wadhwan city
W.e.f.- June 2020

FACULTY OF: - **COMMERCE**
DEPARTMENT OF: - Master of Commerce (e-Commerce)
SEMESTER: - III
CODE: - 5CO03EMC1
NAME: – e-Marketing & e- CRM
 (Group 2) (Elective I)

Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							Total Marks
								Theory				Practical			
								Sessional Exam		University Exam		Internal		University	
			Th	Tu	Pr	Total		Marks	Hr/s	Marks	Hr/s	Pr / Viva	TW	Pr	
1	5CO03EMC1	e-Marketing & e- CRM	4	--	--	4	4	30	$1\frac{1}{2}$	70	3	--	--	--	100

Objective: To enable the students to understand the concept, principles and techniques applied in e-Marketing
Prerequisite: Required fundamental knowledge of e-Commerce

Course Outline

Sr.No.	Course Content	No of hours
1	**Introduction of e-Marketing** • Introduction • Meaning and Definition • Advantages and disadvantages of e-Marketing • Method /Techniques of e-Marketing • Challenges of Traditional Marketing	10

2	**Marketing Research** • Research • Branding • Promotion • Electronic Advertising • Consumer tracking • Advantages and challenges		12
3	**e-Consumer Relationship Management (CRM)** • Introduction • Difference between CRM and e-CRM • Types of e-CRM • Benefits and Barriers of e-CRM • Basic Requirement of e-CRM • Digital Channels- An Enhancing Tool for e-CRM • Global scenario for e-CRM		14
4	**Methods of e-Marketing** • e-mail Marketing • Blogging • Pay per click Marketing (ppc) • Social Media Marketing • Digital Marketing • Viral Marketing		9
		Total hours	45

References: -

1. E-Commerce Concepts, Models, Strategies, C S V Moorthy, Himalaya Publications.
2. Global Electronic Commerce- Theory and Case Studies, J Christopher Westland, Theodre H K Clark, University Press.

On-line Resources:

a. **Books**
   1. https://www.indiamart.com/proddetail/e-crm-management-book-4126084848.html
   2. https://www.redandyellow.co.za/content/uploads/woocommerce_uploads/2017/10/emarketing_textbook_download.pdf

b. **Videos**
   1. https://www.youtube.com/watch?v=jixm_ZtZguo
   2. https://www.youtube.com/watch?v=tUCuViTpU3g

c. **Ppt slides**
   1. https://www.slideshare.net/navitakhanna/ecrm-12924926
   2. https://www.slideshare.net/maryasholevar/chapter-7-e-crm