Course Description CiE

Department: Business Administration

Course title: E-Commerce/ E-Marketing

Hours per week: 4

Number of ECTS: 5 ECTS

Semester: 7

Course objective: The students are able to explain the characteristics of E-Commerce and E-Marketing, analyse online-shops and explain business models (e.g. Best Practice-Examples). Furthermore they are able to explain the characteristics of E-Marketing instruments and media convergence.

Prerequisites: Principles of Marketing course

Recommended reading: material will be provided in class

Teaching methods: Seminar

Assessment methods: Assignment

Language of instruction: English

Name of lecturer: Prof. Dr. Gutknecht

Email: klaus.gutknecht@hm.edu
Course content: This class is focusing on topics in E-Commerce/ E-Marketing