

**Course No.: 602**  
**Marks: 80**

**ON LINE MARKETING AND E-CRM(OMEC XXII)**

**Hours: 40**

**Objective:** The objective of this paper is to enable the students to understand the conceptual framework of e-CRM, advertising and promotion in the e-commerce environment.

**Course Contents:**

**Unit I:** Introduction to e-marketing: Nature and scope of advertising and marketing and its importance as a business function; the traditional view of advertising and marketing; customer relationship management; concept of e-marketing; E-CRM and advertising.

20 : 10 hrs

**Unit II:** Web based marketing strategies: Designing parameters of online web storefront to get customers and retain them; building trust and loyalty.

20 : 10 hrs

**Unit III:** Dimensions of online marketing: Building links to other websites banner links, directory advertising; building links with other people; ranking and position in search engines and listing in search directories; using other media for advertising; case studies.

20 : 10 hrs

**Unit IV:** e-CRM: Concepts, integration of e-commerce customer interface with other business processes; E-CRM communication interface with the customer-chat/browser e-mail, multi lingual and multi currency support; CRM applications-contents management, customer and marketing automation.

20:10 hrs

**Text and Reference Books:**

1. Agarwala Kamlesh. N, Agarwala Prateek A; e-CRM: Macmillan India, New Delhi.
2. Kalkota R, Robinson Marcia; e-Business: Roadmap for Success, Addison-Wesley (Low Price Edition) Massachusetts.
3. Mc Donald; e-Marketing: Improving Marketing Effectiveness in a Digital World: Addison-Wesley (Low Price Edition), Massachusetts.
4. Kotlar Philip and Armstrong Gary: Marketing; An Introduction, Pearson Education Asia (Low Price Editin).
5. Tiwana Amrit; The essentials Guide to knowledge Management: E-Business and CRM Applications: Pearson Education Asia (Low Price Edition).