

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Internet Marketing

COURSE NUMBER: BMK 355

PRE-REQUISITE(S): BMK 305

COURSE DESCRIPTION:

This course

- B-4 Compare the relationship marketing and its extension online through concepts as “conversation” and personalization; and building loyalty and commitment among “visitors”
- B-5 Identify issues in innovation, such as the acceleration of product lifecycles
- B-6 Evaluate 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 Objectives: The student will:

- C-1 Categorize retailing online
- C-2 Identify market research tools that are used to measure online success
- C-3 Compare organizational and legal challenges