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Text: E-Marketing (7th Edition) by Judy Strauss & Raymond Frost; Prentice Hall, Pearson; ISBN: 978-0132953443 is the official text for the class Be able to integrate marketing theories, concepts, and principles into a basic framework for social media & online marketing decision processes

### **MKT 4440 1.2 Syllabus**

Judy Strauss and Raymond Frost E-Marketing 7th Edition Upper Saddle River, NJ: Pearson Education Inc, 2014 (ie, making sure you understand the major points before looking at the learning materials) 2 02 Strategic E-Marketing and Performance Metrics 03 The E-Marketing Plan

### **GSJ: Volume 6, Issue 6, June 2018, Online: ISSN 2320 9186**

marketing is the use of information technology for the marketing activity, and the process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large(E-marketing 7Th edition, Judy Strauss and Raymond Frost ,2014)

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