Georgia CTAE

E-Marketing (2021)

Adopted 2021

E-Marketing

MKT-EM-1. Students will analyze how the Internet has influenced modern day business and industry. MKT-EM-1

- . Explain basic marketing concepts. MKT-EM-1A.
- b. Define electronic communication. MKT-EM-1.B
- c. Define e-marketing. MKT-EM-1.C
- d. Explain how e-marketing is similar to and different from traditional marketing. MKT-EM-1.D
- e. Differentiate between the advantages and disadvantages of e-marketing. MKT-EM-1.E
- f. Differentiate between the Internet and the world-wide-web. MKT-EM-1.F
- g. Explain the history and development of e-marketing. MKT-EM-1.G
- h. Differentiate between Internet, world-wide-web, intranet, and extranet. MKT-EM-1.H
- i. Explore how e-marketing can increase a business' revenues. MKT-EM-1.I
- j. Define terminology associated with Internet usage, (i.e., TCP/IP, domain name, URL, http, web, web browser). MKT-EM-1.J

MKT-EM-2. Students will explore the nature of e-marketing. MKT-EM-2

- a. Identify e-marketing models and how they operate. MKT-EM-2.A
- b. Explain how e-marketing attracts consumers. MKT-EM-2.B
- c. Explore business problems unique to e-marketers. MKT-EM-2.C
- d. Explain the difference between e-commerce and e-business. MKT-EM-2.D
- e. Identify businesses most likely to succeed online. MKT-EM-2.E
- f. Explain the impact of e-marketing on a local economy. MKT-EM-2.F

MKT-EM-3. Students will evaluate e-marketing websites for user friendliness. MKT-EM-3

- a. Identify factors in determining ease of use (i.e., navigation, payment procedures, consistency, design). MKT-EM-3.A
- b. Identify payment methods for online purchases. MKT-EM-3.B
- c. Explain order fulfillment. MKT-EM-3.C

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MKT-EM-4. Students will evaluate the legal and ethical issues affecting e-marketing. MKT-EM-4

a. Distinguish between what is legal and what is ethical. MKT-EM-4.A

b. Define cyberlaw. MKT-EM-4.B

c. Define virus. MKT-EM-4.C

d. Define and evaluate SPAM as a form of advertisement. MKT-EM-4.D

e. Evaluate the Electronic Communications Privacy Act of 2000. MKT-EM-4.E

f. Explain the value of copyright laws for e-marketers. MKT-EM-4.F

g. Explain the importance of choosing an appropriate domain name (avoid disputes with other companies). MKT-EM-4.G

h. Recognize the importance of protecting customer privacy. MKT-EM-4.H

i. Evaluate the practice of cybersquatting. MKT-EM-4.I

j. Evaluate various types of security protection (anti-virus software, encryption, firewalls, etc). MKT-EM-4.J

k. Discuss the advantages and disadvantages of offering customers the ability to opt in/opt out of e-mail advertising. MKT-EM-4.K

MKT-EM-5. Students will analyze the role of e-marketing in the marketing mix. MKT-EM-5

a. Define marketing mix. MKT-EM-5.A

b. Differentiate between a good and a service. MKT-EM-5.B

c. Explain the importance of designing a website to attract the target market of the business. MKT-EM-5.C

d. Differentiate between business to business (B2B), business to consumer. MKT-EM-5.D

MKT-EM-6. Students will explore how market research is conducted in e-marketing. MKT-EM-6

a. Differentiate between primary research and secondary research. MKT-EM-6.A

b. Identify secondary research sources (e.g., U.S. Small Business Alliance, U.S. MKT-EM-6.B

c. Analyze patterns found in click stream data to learn about customers. MKT-EM-6.C

d. Explain how market research is used to establish personal relationships with customers. MKT-EM-6.D

MKT-EM-7. Students will plan an ad campaign for a website launch. MKT-EM-7

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a. Define the purpose of the website. MKT-EM-7.A

b. Recognize the value of branding. MKT-EM-7.B

c. Decide the best use of media for promoting a new website launch (TV/radio/print/direct). MKT-EM-7.C

d. Define and evaluate sticky content and dynamic content and the value these provide to e-marketers. MKT-EM-7.D

e. Discuss the use of online contests to promote a website. MKT-EM-7.E

f. Evaluate the use of banner ads. MKT-EM-7.F

MKT-EM-8. Students will analyze distribution methods for e-marketing. MKT-EM-8

a. Determine the channels of distribution available to e-marketers. MKT-EM-8.A

b. Identify the advantages and disadvantages of purchasing goods online. MKT-EM-8.B

c. Distinguish between direct and indirect channels of distribution. MKT-EM-8.C

d. Define cybermediary. MKT-EM-8.D

e. Evaluate various order processing software solutions. MKT-EM-8.E

f. Discuss the issue of disenfranchisement of traditional retailers when companies adopt business to consumer distribution models. MKT-EM-8.F

MKT-EM-9. Students will explore professional design and website development from a marketing perspective. MKT-EM-9

a. Understand the importance of planning and designing prior to building a website (ease of use/navigation). MKT-EM-9.A

b. Define ASCII and WYSIWYG. MKT-EM-9.B

c. Choose appealing images for the website based on the target market 9d. Distinguish between image/graphic files (i.e. jpg, tiff). MKT-EM-9.C

e. Determine the purpose of hyperlinks. MKT-EM-9.E

f. Explain how the use of fonts and font size impact a website's appearance to customers. MKT-EM-9.F

g. Differentiate between a site map and a navigation scheme. MKT-EM-9.G

MKT-EM-10. Students will analyze revenue generation in e-marketing. MKT-EM-10

a. Describe different types of revenue models. MKT-EM-10.A

b. Explain how revenue models are developed. MKT-EM-10.B

c. Differentiate between a traditional business plan and an e-business plan. MKT-EM-10.C

d. Create an e-business plan. MKT-EM-10.D

MKT-EM-11. Students will evaluate the impact globalization has on e-marketing. MKT-EM-11

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a. Define globalization. MKT-EM-11.A

b. Explain the importance of cultural considerations when doing business online (language, currency, etc.). MKT-EM-11.B

c. Explore the advantages and disadvantages for U.S. businesses entering the global market. MKT-EM-11.C

d. Examine issues of taxation, quotas and other international trade policies that U.S. businesses must face when doing business in a global marketplace. MKT-EM-11.D

MKT-EM-12. Students will explore e-marketing careers. MKT-EM-12

a. Differentiate between jobs and careers. MKT-EM-12.A

b. Explain how career choices impact lifestyles. MKT-EM-12.B

c. Determine careers available in e-marketing. MKT-EM-12.C

d. Determine education, skills, and training necessary to obtain positions in this career area. MKT-EM-12.D

e. Determine traits that appeal to employers. MKT-EM-12.E