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| Title | **E-Marketing** | | |
| Level | **4** | **Credits** | **11** |

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| Purpose | The aim of this module is to develop efficient E-Marketing strategies in accordance with the Vision and Mission statement of the organization driven by Electronic means. |

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| Classification ISCED | 0414 Marketing and advertising |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

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| **Competency Unit** | **Performance Criteria** | **Knowledge and Understanding** |
| **D 1:** SEO (Search Engine Optimization) | * 1. Apply SEO techniques   2. Employ SEO key words   3. Demonstrate SEO techniques to priorities their site or web application using automated tools | * 1. Explain different SEO Methods including but not limited to Getting Indexed, Preventing Crawling, and Increasing Prominence.   2. Elaborate White-hat, Black-hat SEO techniques for web application   3. Knowledge of SEO key words for web pages translation.   4. Application of SEO tools usage |

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| **D 2:** SCM (Supply Chain Management) | * 1. Identity potential Suppliers   2. Select the appropriate supplier   3. Place order as per requirement/inventory   4. Inspect received order   5. Maintain Inventory as per Inventory Control / store keeping techniques   6. Identity different available transportation mode   7. Identify steps of reverse SCM i-e from consumer to organization | * 1. knowledge of procurement Cycle (Launch of RFP/RFQ, Tender, Bidding, Comparative Statement, Award of Contract, Maintenance)   2. Explain different techniques to manage goods, avoid their depreciation e.g. JIT (Just In Time)   3. Explain product delivery and their traceability   4. Knowledge of Incorporation of Outsourcing in logistics.   5. Information about electronic Data Interchange methodologies and format. |

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| **D 3:** Social Media Marketing | * 1. Identify different Social media marketing techniques   2. Apply suitable Classified Advertisement techniques on social media   3. Perform Electronic Mail Marketing   4. Creation of Blogs | * 1. Knowledge of different social media sites that is Facebook, Twitter, LinkedIn, Google+ etc   2. Explain Brand pages creation on social media sites.   3. Familiarity of banner ads integration on different web sites like newspaper site in any demographic region.   4. Skills to regularly update brand/product/service blogs.   5. Elaborate direct marketing techniques e.g. Email, SMS (Mobile- Commerce) for the projection of company newsletters. |