



## Module Structure

---

**Module Title :** Hospitality and Tourism e-marketing

**Module Code :** HTPM341

**Programme of Study/Year of Study :** Hospitality and Tourism Management/Year 3

**Group :** HTMIII **Semester :** Fall

**Number of Hours Taught :** 2 per week **ECTS :** 3

---

---

**Instructor:** Constantinou Constantinos

**Office Hours:**

**Office Number:** 228 **Office Tel:** 22404809

**email:** coconstantinou@hhic.mlsi.gov.cy

---

---

**Pre-requisite(s) :** Marketing Management

---

### Module Rationale

As a result of the rapid growth of technology, the need for e-Marketing has emerged and millions of consumers are now using technology for every purchase they make. This module is designed to provide students with innovative ways of practising marketing, using social media and the Internet.

### Aims

It aims to introduce students to electronic marketing and its various elements enabling them to understand how they can utilise technology for designing and implementing an electronic marketing campaign. They will also be exposed to various marketing activities carried out online in contrast to traditional marketing.

### Intended Learning Outcomes

On successful completion of this module, students will be able to:

1. Understand the context of E-marketing
2. Use the different terms of electronic marketing
3. Understand the difference between traditional marketing and e marketing
4. Utilise e-marketing functions
5. Explore the value of e marketing into marketing strategic planning
6. Demonstrate understanding of website design, e- marketing mix, search engine marketing and optimisation.



**Delivery Methods:**

Lectures, discussion, case studies, project assignments, coursework
---

**Assessment:**

Mid Term or Coursework	20%
Final Examination	40%
Project	40%

**Module Requirements**

Refer to the students' manual for the module requirements
---

**Module Plan and Content**

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	02/10-05/10	Introduction to E-marketing The Evolution of E-Marketing	
2.	08/10-12/10	SOSTAC® Planning for E-marketing Digital Communication	
3.	15/10-19/10	Types of online presence	
4.	22/10-26/10	Marketing Definition E - Definitions	
5.	29/10-02/11	Objectives of the 5S's of e-marketing From outbound to Inbound marketing	
6.	05/11-09/11	Using digital media channels to speak with your audience	
7.	12/11-16/11	Marketing RE mix	
8.	19/11-23/11	Mixing the Marketing mix Mix morphing	
9.	26/11-30/11	Search Engine Optimisation	
10.	03/12-07/12	Google Awards and Google Analytics - Activity	
11.	10/12-14/12	Using digital media channels to speak with your audience Mobile Telephone Marketing Affiliated Marketing and Banner advertising E Mail Campaigns Social Media Marketing	
12.	17/12-21/12	Coursework presentations	
13.	07/01-11/01/2018	Revision	



### **Essential Reading**

- Chaffey, D. and Smith P. (2014). Emarketing Excellence (4th Edition), Routledge

### **Additional Reading**

- Strauss, J. and R. Frost (2013). E-Marketing (7th edition), Prentice Hall.
- Chaffey, D. and Fiona Ellis-Chadwick, F. (2012). Digital Marketing: Strategy, Implementation and Practice (5th edition), Pearson
- Ryan, D. (2014) . Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Ltd.
- Chaffey, D. and Smith PR. (2008). eMarketing eXcellence: Planning and Optimising your Digital Marketing, Elsevier.



