## **GST 301 Electronic Marketing**

## **GST301 Electronic Marketing (2 Units)**

- Consumer-focused strategies and tactics on the internet. Impact of the internet system on marketing policies and strategies. Interactive marketing communication, e-commerce activities.
- Supply chain management, measuring the effectiveness of electronic marketing.
- Syndicated electronic marketing research; selling on the internet; hazards of electronic marketing;
- Electronic marketing in Nigeria, the future of electronic marketing.