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Research Notes

E-marketing education in transition: An analysis of international courses and programs



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ABSTRACT

E-marketing is an expanding and dynamic field that needs a skilled workforce. Educational institutes across the world have responded to this demand by introducing E-marketing courses and, recently, programs. This study aims at greater shared agreement about what E-marketing encompasses through exploring around 120 business school worldwide. In addition, a thorough analysis of the main books used in basic E-marketing or digital marketing courses was conducted to identify the main topics covered in these courses. The study concludes that E-marketing education is going through a transitional period at different levels. Implications regarding the topics and teaching of E-marketing are discussed.

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1. Introduction

E-marketing is a multidisciplinary field that draws knowledge from the broader parent areas of business, commerce, information and communications technologies (herein referred to as ICTs). In addition, E-marketing courses are not limited to marketing programs/degrees, they are increasingly being offered as elective or core courses in finance, accounting, operation management and other majors. Therefore, it is important for those who work on curricula development in business and management schools to understand the current status and developments in E-marketing education. A review of the literature shows that there is little agreement among academics about what can be considered within the domain of E-marketing. Such a disagreement, although might sound fruitful from a philosophical perspective, causes confusion among academics particularly those who work on programs design at the undergraduate and postgraduate levels. Questions faced include:

- Shall we use the title E-marketing, digital marketing, internet marketing or social media marketing?
- What are the main topics covered in E-marketing courses, particularly the introductory ones?
- In general marketing programs, shall lecturers teach issues such as mobile marketing and electronic customer relationship management (ECRM) in dedicated courses or as part of one comprehensive E-marketing course?

Some studies tried to address the above-stated issues in the general E-business context (e.g. [Burkey, 2007](#); [Kotb, Roberts, & Stoner, 2013](#); [Fusilier & Durlabhji, 2010](#); [Mehta, Shah, & Morgan, 2005](#)). Few efforts were dedicated to E-marketing, some of

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