

UNIT - I

Chapter 1: Introduction to E-Commerce and E- Business

1-1 to 1-16

Syllabus: Definition and competing in the digital economy, Impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economics and social impact of e-Business, opportunities and Challenges, e-Commerce vs m-Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E), e-Commerce Applications : e-Trading, e-Learning, e-Shopping, Virtual Reality & Consumer Experience, Legal and Ethical issues in e-Commerce.

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Syllabus: Types of Electronic payment schemes (Credit cards, Debit cards, Smartcards, Internet banking), E-checks, E-Cash Concepts and applications of EDI and Limitation.

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UNIT - II

Chapter 4: Social Media Marketing

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Mobile Marketing : Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing Types, Mobile Marketing Features, Mobile Campaign Development, Mobile Advertising Analytics

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Chapter 6: **Content Marketing**

Introduction

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UNIT - III

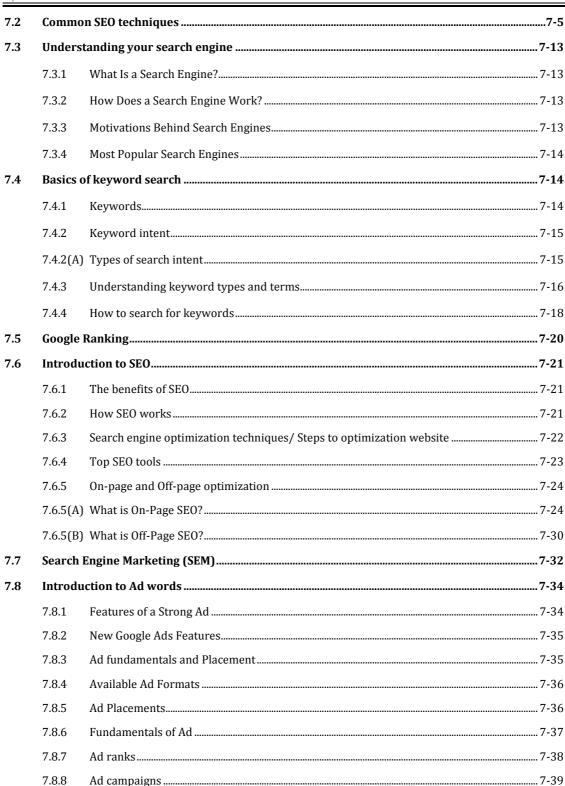
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