

E-MARKETING EDUCATION: DEFINING THE LIMITS

Abdel Monim Shaltoni

University of Petra

P.o.Box: 961343 Amman: 11196

ashaltoni@uop.edu.jo

Abstract

E-marketing is increasingly becoming a major requirement for business degrees across universities worldwide. Therefore, the need for greater shared agreement about what e-marketing encompasses is critical. Nevertheless, there is little agreement among academics about what can be considered within the domain of e-marketing, particularly from a technological perspective. This study aims at shedding light on e-marketing education through conducting a comprehensive analysis of the literature. Overall, the results showed that most researchers do not limit e-marketing to the Internet, they include other information and communication technologies. The study also provides practical implications with regard to the topics and teaching of e-marketing courses.

Key words: E-marketing education, Information and communication technologies, Internet.

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