

# Internet Marketing

## Electronic Commerce Marketing



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- Course: Electronic Commerce Marketing
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- Professor: Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce

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# 01. Internet and E-Business Model

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  - Customization
  - Commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
  - Communication
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  - Context
  - Contents
  - Customization
  - Commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
  - Communication
  - Context
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  - Contents
  - Customization
  - Commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
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  - Context
  - Contents
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  - Customization
  - Commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
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  - Context
  - Contents
  - Customization
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  - Commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
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  - Context
  - Contents
  - Customization
  - Commerce
    - Internet business
    - Electronic commerce
  - Connectivity
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
  - Communication
  - Context
  - Contents
  - Customization
  - Commerce
  - Connectivity
    - Outer channel
    - Inner channel
  - Community

# 01. Internet and E-Business Model

- 7C of E-Business Model
  - Communication
  - Context
  - Contents
  - Customization
  - Commerce
  - Connectivity
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    - Interest-oriented community
    - Fantasy-oriented community
    - Relationship-oriented community

## 02. Internet Marketing

- Internet Marketing
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