



RESUME OF THE DIPLOM WORK

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Title of the diploma thesis:

Improvement of Internet marketing campaign in Chinese company --planning design

Needs and Problems:

As the Internet marketing is a new concept in China, it is still not very well organized now. People are doing Internet Marketing in some wrong way as following:

1. People don't catch the concept of Internet marketing very well, even in a wrong way.
2. Internet marketing has not been combined very well with traditional marketing ways.
3. People might not have a full-blown idea on designing a very-well-organized Internet marketing campaign.

Goals:

Because of the situations mentioned before, the Chinese Internet Marketing is not in the right way now. Based on this, my diploma work is going to investigate the situation and to help the enterprises to get a proper, full-sale understanding of Internet Marketing, according to the Chinese actuality; through analysis the cases to get the good and effective practices under Chinese situation.

Tasks: