

School of Marketing and International Business

MARK 306 INTERNET MARKETING

Trimester 1 2006

COURSE OUTLINE

Contact Details

James Richard – Lecturer and Course Co-ordinator

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School of Marketing and International Business

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My office hours are:

Wednesdays 9:30 AM – 11:00 AM

Thursdays: 10:30 AM – 12:00 PM

Other times by appointment

Class Times and Room Numbers

Format: Three hours lecture plus one-hour tutorial each week

Lectures: Wednesdays, 8:30 to 9:20 AM – Rutherford House – LT2

Thursdays, 8:30 to 10:20 AM – Rutherford House – LT2

Tutorials: **To be confirmed and finalised during the first week of class. Each student needs to sign up, in class or on Blackboard, for one tutorial time. Tentative times are:**

Tutorials will commence in week 3, 13 March 2006.

Wednesdays, 9:30 to 10:20 AM – RWW 315 & RWW224

Wednesdays, 10:30 to 11:20 AM – RWW 315 & RWW224

Thursdays, 10:30 to 11:20 AM – RWW 315 & RWW415

Note that Tutorials will be held in Computer Labs RWW302 and RWW402 on the following dates 15 and 16 March; 22 and 23 March; 3 and 4 May. Your tutor will inform you which Computer Lab to attend.

Final exam: A two-hour exam will be held during the 5 June – 25 June exam period.

Course Objectives

On completion of this course, participants will be able to:

- Understand how an Internet Marketing strategy fits into an organisation's overall marketing framework (Individual web assessment).

- Explain the opportunities and limitations of applying Internet Marketing concepts to companies (Tutorials and Internet Marketing Strategy group project).
- Explore how the Internet can be used to provide added value to B-B and B-C business models (Group presentation).
- Gain insight into recent and expected technological changes and how these alter the traditional marketing practices (Tutorial participation).
- Identify ways in which global marketing techniques must adapt to electronic – Internet channels (Group presentation and Internet Marketing Strategy group project).
- Demonstrate a working knowledge and understanding of Internet marketing concepts, implementation issues and Internet marketing strategy development (Internet Marketing Strategy group project and final exam).

Course Content

This course examines the impact of the Internet on traditional methods of marketing and the related business functions that enable and support it. It will explore the existing and future uses of the Internet for the marketing of various goods and services. In addition we will investigate the utility of the Internet as a tool for businesses to increase their effectiveness and efficiency. The focus of the course is not on mastering the technologies themselves, but on understanding their business applications. A user-based understanding of the Web and associated information technology and the ability to use the Internet for research purposes is required.

The course will incorporate lectures, class discussions, cases, text material, on-line material, guest speakers, in-class exercises, assignments, and projects.

MARK 306 TIMETABLE (Subject to change)

W = Week; S = Session; Group = Group presentation

<u>W</u>	<u>S</u>	<u>DATE</u>	<u>TOPIC</u>	<u>GROUP</u>	<u>READING</u>
1	1	1 March	Course Introduction and Overview		
	2	2 March	Internet Marketing		Chapter 1
2	3	8 March	Internet Value Chain		Chapter 2
	4	9 March	Internet Business Models – B2C		Chapter 3
3	5	15 March	Internet Business Models – B2B		Chapter 4
	6	16 March	Direct-Response Foundations Guest Speaker – e-commerce (F. Carson – Match Communications)	A1:G6 /A2:G9	Chapter 5
4	7	22 March	Database Foundations		
	8	23 March	Understanding Internet Consumer Guest Speaker – Data Mining (M. Archibald - DataMine)	A3:G16 /A4:G14	Chapter 6
5	9	29 March	Understanding Internet Consumer		
	10	30 March	Customer Acquisition	A5:G4 /A6:G13	Chapter 7
6	11	5 April	Customer Relationships		Chapter 8
	12	6 April	Leverage Marketing Knowledge Individual Web-site assignment due	A7:G11/A8:G12	Chapter 14
MID-TERM BREAK					
7	13	26 April	Customer Contact		
	14	27 April	Effective Web sites		Chapter 9
8	15	3 May	Maintaining Web sites		
	16	4 May	Guest Speaker – Web Design (F. Carson – Match Communications) IM Group Strategy project Part 1 due	A9:G1/A10:G2	
9	17	10 May	Web Marketing Programs		Chapter 10
	18	11 May	Evaluating Marketing Programs	A11:G15 /A12:G8	
10	19	17 May	Customer Service		Chapter 11
	20	18 May	Customer Support	A13:G5 /A14:G10	
11	21	24 May	Future of Internet		Chapter 15
	22	25 May	Current Issues Guest Speaker – Crisis (A. Waugh – InterConnect)	A15:G3 /A16:G7	
12	23	31 May	Social and Regulatory Issues		Chapter 12
	24	1 June	Security & IP Guest Speaker – Security (TBD) IM Group Strategy project Part 2 due		Chapter 13
END OF TERM					

MARK 306 TUTORIAL TIMETABLE (Subject to change)

	<u>WEEK OF</u>	<u>TOPIC</u>	
1	27 February	NO TUTORIAL	
2	6 March	NO TUTORIAL	
3 – T1	13 March	Value Chains and B2C Business Models	Computer Lab
4 – T2	20 March	B2B Business Models and Web Usability	Computer Lab
5 – T3	27 March	Internet Foundations and the consumer	
6 – T4	3 April	Customer acquisition	
MID-TERM BREAK			
7 – T5	24 April	Customers relationships	
8 – T6	1 May	Effective Web sites	Computer Lab
9 – T7	8 May	Web marketing programs	
10 – T8	15 May	Customer service and support	
11	22 May	NO TUTORIAL	
12	29 May	NO TUTORIAL	

Readings**Required text:**

Roberts, M. L. (2003). Internet marketing: Integrating online and offline strategies. Boston: McGraw-Hill Irwin.

This text can be purchased from the University Bookshop.

Recommended reading:

Siegel, C. F. (2006). Internet Marketing: Foundations and applications (2nd ed.). Boston: Houghton Mifflin.

Additional materials such as case studies, readings, etc. will be made available to course participants and listed on Blackboard during the course.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorial preparation. Students will not require computers or additional material for the MARK 306 final examination.

Assessment Requirements

MARK 306 is assessed on the basis of tutorial participation; an individual paper; one major group project and presentation; and a final examination as outlined below:

Tutorial Participation (ongoing)	10%
Individual web site assessment (due 6 April)	15%
Assigned Group Presentation (due as assigned)	10%
Internet Marketing Strategy group project (1 June)	30%
Final Examination (2 hours; 5 June – 25 June exam period)	<u>35%</u>
Total	100%

It is particularly important that you read the assigned material before attending each lecture and tutorial. The success of the course itself, as well as the depth of understanding you take away from it, is dependent on your preparation for and participation in each class session.

Tutorials: Tutorial times and rooms will be announced in class 2 March and on Blackboard.

The preparation of tutorial material is an essential part of MARK 306. Each week specific topics and questions will be discussed. At the start of each tutorial each student is responsible to hand in a one page (A4 size), hand written or typed, summary answer for that tutorial. Tutorials will consist of discussion, in-class assignments and explanations of material. You will find the detail for each tutorial under *Assignment/Tutorial assignments* on Blackboard.

Individual web site assessment: Due Thursday 6 April in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

The goal of the website assessment paper (1,500 words) is to make a **subjective analysis** of the current Internet marketing approach of a New Zealand company. Analyse and evaluate this site critically (give the web address), using your general marketing knowledge, understanding of the Internet and marketing concepts learned in this course, and through your outside research. Consider such elements as the overall impact of the site, goal and appearance of the organisation on the Internet, differentiation from competitors, added value, Internet marketing techniques used, customer satisfaction, effectiveness, possible improvements, etc. The key goals of this assignment are the ability to form and articulate **your** impressions of the effectiveness of the chosen web site, while recognising and comparing concepts learned through practice of a business currently active on the Internet, and applying your analytical skills.

Assigned Group Presentation: Groups will be assigned by the course co-ordinator during the first two weeks of class, with approximately 4 students/group. Each week as assigned, starting in week 3, a different group of students will undertake independent research and present a group assignment to the class. In addition to the presentation the group will write a brief report (2,000 words) about their findings to be handed in at the beginning of the lecture. The main goal of the assignment is to prepare an in-depth study of a specific Internet marketing concept and share the findings with the other students.

Attention will be given to enthusiasm, expression and voice (tempo, tone, persuasiveness), content (structure), audio-visual support, professional appearance, application of theory, etc. Creativity will be rewarded!!

Marking criteria is available on Blackboard under *Course Information/Assessment/Presentation Evaluation Form*.

Internet Marketing Strategy project: Part 1: Project Overview – A brief proposal **outline** (2- 3 pages) is due week 8, Thursday 4 May, in class or Box 3 Mezzanine Floor, Rutherford House by 5PM. The proposal should outline the scope of the project, what you plan to do, and what you see as the initial issues you will address. Include a brief company description and company contact person details (include e-mail address). No marks are assigned to this outline. Project Overview; preliminary scan: 4 May

Part 2: Internet Marketing Strategy – The final report is due 1 June in class or Box 3 Mezzanine Floor, Rutherford House by 5PM. The Internet marketing strategy report should demonstrate the students' analysis and strategic thinking ability, capability for developing long term plans in an Internet business environment and applying the Internet marketing concepts learned. In addition the students apply relevant findings, based on in-depth primary

and secondary research and integrating concepts learned, in order to develop an Internet company strategy, taking into consideration interrelated internal and external marketing influences. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

A general Internet marketing plan outline is available on Blackboard: *Assignment/IM Strategy Group project*. Elements of the proposal **MAY** include (but not limited to, and certainly not complete or ranked):

- Company Description
- Mission
- Goals and objectives
- SWOT
- Segmentation
- Marketing Program
- Chance of success on-line / risk analysis
- Environmental factors
- Resourcing
- Value chain
- Privacy
- Budget
- Implementation program
- Business model
- Revenue generation
- Vision
- Strategic Focus and Plan
- Situation Analysis
- Market-Product Focus
- Positioning
- Price
- Advantage and disadvantages of appearance on the Internet
- Critical Success Factors
- Outsourcing
- Web site design / web shop content
- CRM programs
- Domain name
- Internet Marketing instruments
- Competitor analysis
- Personalisation

Written reports should be professional and business-like, attention will be given to appearance, layout, title page, research done, depth of solution, application of theory, clear style, English usage, structure and references (APA style). You may want to refer to Blackboard: *Course Documents/Referencing in written material*.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 5% for each day late. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 306, students must:

1. Attend six (6) of the eight scheduled tutorials and for each tutorial submit a one-page synopsis of the tutorial issues to be discussed.
2. Submit all of the assigned work on the due dates as outlined in the timetable.
3. Attend the final exam and in accordance with university policy obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

The overall pass mark will be 50% of the total marks i.e., 50.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 306 Blackboard announcements and/or communicated through e-mail.

You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>

You will be asked for your SCS username and student ID. Click on the MARK 306 course name under **My Courses**.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:
www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or

Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.