

VICTORIA UNIVERSITY OF WELLINGTON
Te Whare Wānanga o te Ūpoko o te Ika a Māui



SCHOOL OF MARKETING AND INTERNATIONAL BUSINESS

Advanced Internet Marketing

MARK 404

COURSE OUTLINE

Trimester 1 - 2006

Contact Details

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Course webpage <http://www.vuw.ac.nz/~caplabtb/m404w06/>

You can find out something about my research at <http://www.vuw.ac.nz/~caplabtb/beal.html>

I have a particular interest in the use of Information and Communications Technology (ICT) and Small and Medium Enterprises (SMEs), More about that is on the coursepage.

Class Times and Room Numbers

This class is will be held in RWW 129 on Tuesdays 15.40-18.30.

The exam will be held during the exam period in early June. Details will be passed on as soon as they are released by administration.

Course Objectives

When your studies are complete you should be:

- Aware of the major forces of change that are impacting on the environment as a result of the development of the Internet as a medium for operating in markets.
- Informed of how information technologies based on the Internet can be used both strategically and tactically to improve the competitive position of a company or organisation
- Able to develop and articulate a critical approach to the evaluation of academic literature
- Able to develop and articulate a critical evaluation of the utilisation of Internet technologies by organisations
- Able to evaluate and design websites in terms of the achievement of marketing objectives
- Understand the opportunities and limitations of the web as a source of information
- Able to work together in a team on a major collaborative project, involving research, writing a management report and orally presenting your findings.
- Have a basic competency in web authoring

Course Content

INTRODUCTION

The Internet, and particularly the World Wide Web (WWW) is a recent phenomenon but it is already having a substantial impact on the way in which organisations and markets work. However, what has happened so far is likely to be dwarfed by what happens in the future. But the future is uncertain and unpredictable. Perhaps the only certainty is that no organisation will be able to ignore the Internet and the success of institutions will hinge to a large extent on how well they cope with it. This combination of necessity, uncertainty, unpredictability and dynamic change makes the study of the Internet both exhilarating and bewildering. This course is not for the faint-hearted or those who 'wish for paint-by-numbers' theoretical or operation models for marketing on the Internet'.

This course is described as a dynamic mutual learning experience.

- Why dynamic? Because the Internet is changing before our eyes and so the course will be liable to change and adjustment as it proceeds. In addition, visiting speakers are difficult to pin down far in advance so planning has to be flexible.
- Why mutual learning experience? Because of the dynamic explosion of the subject we need to learn from each other. We also learn best by doing. An Honours class should be a shared, interactive experience and nowhere is that more crucial than when tackling this subject.

SCHEDULE

<i>Session</i>	<i>Date</i>	<i>Reading</i>	<i>Theme</i>
1	28 Feb		Course introduction; demystifying HTML
2	7 Mar	1	Introduction to internet marketing Case study Tony Haas: Asia Pacific Economic News
3	14 Mar	2	Framing the market opportunity
4	21 Mar	3	Marketing strategy in internet marketing
5	28 Mar	4	Customer experience
6	4 Apr		Presentations: Analysis of APEN business
			Easter break
7	25 Apr	5	Customer interface
8	2 May	6	Customer relationships
9	9 May	7	Product
10	16 May	13	Designing the marketspace matrix
11	23 May	14	Designing the marketing program for 'The Lord of the Rings'
12	30 May		Internet strategy presentations
	2 Jun		Written reports Internet strategy due (SMIB office by 4.30)

Reading refers to chapter in textbook; other readings may be given out during the course and you should check the coursepage for new references.

Readings

The textbook for this course is

Internet marketing, Building Advantage in a Networked Economy

Mohammed, Fisher, Jaworski and Paddison
McGraw-Hill Irwin marketspaceU, second edition, 2004
ISBN 0-07-253842-2

In addition, each week a group of members of the class will be required to lead the discussion on that week's chapter and update it. All members of the class are expected to have read the chapter and be prepared to engage in informed discussion of the issues.

Materials and Equipment

None

The exam is open book

Assessment Requirements

There are three elements:

1 Seminar participation and e-Marketing briefing

E-marketing is changing rapidly, and new material is constantly appearing with bewildering profusion. The aim of this assignment is to get you to develop knowledge and expertise in a particular area of relevance to e-marketing on a continuing basis throughout the course. You will then be given the opportunity in the exam to utilise that knowledge in answering a mandatory question. By the end of the first week all students are required to have chosen a subject area. This could be

- An industry: eg banking; publishing, restaurants, engineering consultancy, education, health services, small business.....

The choice is basically yours, and it may well reflect a personal interest, but you will need to check with me that the subject is suitable. It has to be manageable (ie not too broad and with sufficient accessible information) and you will need to bear in mind its role in the exam.

Every week you are required to collect up-to-date and relevant information on your subject area. Again, your selection should be informed by the exam requirement. You should source from the web and electronic databases. You will be expected to maintain a webpage containing links to these documents. We will discuss the mechanics of that in class.

You are required to be prepared to speak for 15 minutes or so, and answer questions from the class, on the documents you have assembled in the previous week.

Because of time constraints, only a selection of students will be asked to present at the seminar. All students will be called upon to present twice, but you will not know in advance when you will be called upon. Marks will be allocated on the relevance and quality of your documents and your ability to analyse the marketing implications. A mark will be deducted for every week the website is not properly updated.

Marks will also be given for general seminar participation

20 Marks

2 Formulating an Internet Strategy

This is a team project. You will be required to work with a case study company that needs to re-think and re-formulate its internet strategy. The company is a small Wellington publisher called Asia Pacific Economic News (APEN) run by Tony Haas (<http://www.decisionmaker.co.nz>) You will analyse APEN's marketing objectives and recommend how they can be achieved. Your assessment will be based on a written report (5000 words maximum) and a class presentation (to which 'your company' will be invited). As part of the analysis you will identify comparable or competitor websites and these can be illustrated in your presentation. You are required to cost your recommendations to ensure that they are compatible with the company's resources

The project has two components:

- | | | |
|---|---|----------|
| 1 | Definition of business and marketing objectives | 10 marks |
| 2 | Formulation of Internet strategy | 30 marks |

Final Exam

Open Book, Registry-run format, 3 hours long. Date to be advised. 40 marks

Penalties

In fairness to other students, late submissions of any assignments will lose 10% of the initial grade per day late. If there are any mitigating circumstances (eg. illness, bereavement) that may be grounds for waiver of the penalty, please contact me.

Mandatory Course Requirements

There is no terms requirement for MARK 404. A pass is achieved with an overall C grade or better

Communication of Additional Information

Please check the coursepage regularly:

<http://www.vuw.ac.nz/~caplabtb/m404w06/>

This can also be accessed via Blackboard

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.