

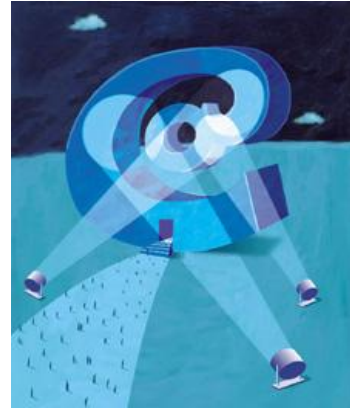
VICTORIA UNIVERSITY OF WELLINGTON  
*Te Whare Wananga o te Upoko o te Ika a Maui*



Faculty of Commerce and Administration  
School of Information Management

**MMIM 523**

**CYBERSPACE MARKETING**



<b>Contact Details</b>	
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<b>Programme Director:</b>	<b>Name</b> Tony Hooper <b>Room</b> Rutherford House 1113 <b>or</b> Easterfield Building 118 <b>Tel.</b> 463 5505 <b>or</b> 463 5015 <b>Email:</b> tony.hooper@vuw.ac.nz
<b>Dates:</b>	<b>Day: Monday; 27 February – 29 May 2006</b>
<b>Times:</b>	<b>19:40 – 21:30</b>
<b>Venue:</b>	<b>RWW 501</b>

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**Course Overview and Objectives:**

This course focuses on the integration of electronic marketing practices into business strategy. Topics covered include an assessment of the key elements of marketing; marketing implementation and tools (diffusion perspectives, customer profiling, one to one marketing); marketing for both B-2-C (business-to-consumer) and B-2-B (business-to-business); advances in new (digital) media and their impact on marketing communications; web page design for marketing; the effectiveness of the internet as a marketing vehicle; marketing to mobile groups; direct marketing and database development.

1. To develop a marketing perspective among information management specialists.
2. To provide conceptual marketing frameworks and approaches that will develop the capabilities of course participants to plan and organise marketing activity so as to maintain and enhance customer focus within a changing and sometimes turbulent business environment.
3. To assist students in developing a rationale and implementation plan for the deployment of a new marketing initiative informed by appropriate use of customer-focused information sources.

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**Learning Outcomes:**

1. Understand and apply marketing perspectives and tools within a web-aware organisational context.
2. Develop an Internet marketing planning framework to integrate electronic marketing practices.

3. Gain practical experience in conceiving and planning the implementation of a new cyberspace marketing initiative.

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**Course Content and schedule:**

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27 Feb	Setting the Scene <i>A crash course in marketing</i> <i>Fostering an integrated approach</i>	Subject overview <i>Trial Internet Exercise</i>
6 March	The Information Age comes to Marketing <i>Market forces in the “New Economy”</i> <i>Diffusion of Innovation Concepts</i>	<i>Internet Exercise 1</i>
13 March	Business to Business (B2B) <i>Efficiency Drivers and Service Imperatives</i> <i>Mobile applications</i>	<b>Topic proposal due</b>
20 March	Business to Consumer (B2C) <i>Harnessing the power of your database</i> <i>One to one marketing</i>	<i>Internet Exercise 2</i>
27 March	Website Design Issues and Toolkits <i>Facilitating a customer-centric approach</i>	<i>Internet Exercise 3</i> <u>Guest:</u> TBD
3 April	Product and Service Delivery Perspectives <i>The power of networks</i> <i>Watch the Etailers</i>	<b>Research topic report due</b>

*Mid - Term Break*

24 April	Branding & Communication Concepts <i>Evolution or Metamorphosis?</i> <i>Marketing uses of the new digital media</i>	<i>Internet Exercise 4</i> <b>Group presentations</b>
1 May	Relationship Building and CRM <i>Strengthening the ties that bind</i>	<i>Internet Exercise 5</i> <b>Group presentation</b> <u>Guest:</u> TBD
8 May	Building a cyberspace marketing strategy <i>Evolution or Metamorphosis?</i> <i>More on one to one</i>	<i>Internet Exercise 6</i> <b>Group presentations</b>
15 May	Marketing Professional Practice Futures <i>Reflections on moving from analogue to digital approaches to marketing</i>	<i>Internet Exercise 7</i> <u>Guest:</u> TBD
22 May	Looking Forward – The Shape of Things to Come <i>Moving to a “Real-time” Marketing Metabolism</i> <i>Digital explosion</i>	<b>Research project due</b>
29 May	Pulling it all Together	<b>Class test</b> (open book)

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**Assessment:**

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MMIM 523 is 100% internally assessed (based on a two-part group project, plus individual work). Mark allocations for each assessed component are:

1. Group Research Report	20%
2. Group Presentation	10%
3. Marketing Report (Individual)	35%
4. Internet Exercises (any three)	15%
5. Final test	<u>20%</u>
<b>TOTAL</b>	<b><u>100%</u></b>

### **1 Group Research Report**

In groups of three, explore an issue in the broad field of Cyberspace (Internet) marketing. Specifically, you are required to:

- Identify and then define a topic of interest
- Provide for hand-in a concise description of the scope and content of the topic (up to one page maximum).

**Topic approval due Week 3 (13 March)**

- Undertake a brief review of literature relating to that topic (at least 10 sources).
- Organise and synthesize the findings from the literature review.
- Prepare a written report summarising your synthesis and considered views on the topic, including some assessment of its possible/likely impact in the field of marketing.
- Outline the implications of these findings for managers involved in developing Internet marketing/ecommerce initiatives.

**Written report due Week 6 (3 April)**

*There is no set word limit for the report, although an indicative length would be in the range ten to twelve pages typed space and a half (4000 – 5000 words), plus references. Clarity of argument and the ability to organise and synthesize material are rewarded, along with conciseness and well-supported conclusions and recommendations.*

### **2 Group Presentation – research session**

Your group will run a brief seminar session on the topic chosen and prepared above. You are required to make available to the class during the preceding week 3 key readings (in hard copy or pdf format) on the topic to act as a basis for discussion. Please liaise with Amber by the preceding Friday if you would like her to arrange copying. The discussion in class should be prefaced by a short 10 minute presentation summarising the topic, your key insights, and main implications for managers including any controversial aspects. You should then facilitate a class discussion for around ten minutes.

**In class Weeks 7, 8, 9 (24 April, 1, 8 May)**

### **3 Marketing Report (individual)**

Your task is to choose an organisation with which you are familiar to prepare a management report on its use of information technology in support of marketing and developing a customer focus within the organisation. The scope can be company-wide, or constrained to a particular division or group (e.g., corporate sales), or a particular marketing function (e.g., customer support).

The situation analysis should consider any or all of the extent, integration and effectiveness of the use of IT (from a customer perspective); strategic positioning with respect to competitors (both national and as applicable international); a new or emerging technology that might impact upon how marketing can be practiced within the organisation, and a brief SWOT.

The report should draw some conclusions from the situation analysis as a basis for specifying and evaluating options for the improvement of the information infrastructure/utilisation of the company to assist future marketing activities, and build a stronger customer focus.

Concentrate on specific recommendations and develop a plan for the implementation of some form of new initiative based on your analysis. As it is a management report make sure it includes clearly defined objectives, success measurement criteria and anticipated outcomes. Other aspects that could be included might be a strategy to garner top-management support, a project time-line and milestones, and resourcing implications (budget, personnel, training, special skills). If helpful a prototype or storyboard of the system (eg typical customer enquiry, flow schematic, company home page, web-site framework, etc) may be included.

To give the report a “real-life” context, include a statement indicating to whom you are submitting the report, and what stance you are adopting with respect to the organisation (eg marketing manager, IS/IT manager, IT professional, external consultant, etc).

There is no set report length but follow the guidelines provided for the group research project.

**Written report due Week 11 (22 May)**

#### **4 Internet Exercises**

For a number of weeks throughout the course Internet exercises will be posted on Blackboard for individual completion. The exercise won't take long, and their purpose is to encourage first hand experience with and thinking about the varieties of web-sites available from a customer perspective. You are expected to complete all seven exercises, but only three are required for written hand-in and formal assessment. You can submit a fourth exercise if you would like to improve on your grade from one of the first three exercises.

They can be submitted in hard copy or by email. Formatting is not important. Marks will be awarded on the basis of your ability to build a marketing perspective to the questions posed. There is no set length, but one to two A4 pages should be plenty.

**Any three of Weeks 2, 4, 5, 7-10**

#### **5 Final Test**

There will be a 100 minute open book test during week 12 of the course. The test will be made up of two parts. Part A will be a short (1-2 page) mini-case based on a New Zealand organisation wanting to undertake some form of cyberspace marketing initiative. Part B will require you to answer two of five essay-type questions on aspects of cyberspace marketing.

**In class Week 12 (29 June)**

## **Grading standards**

<b>Letter Grade</b>	<b>Number grade</b>	<b>Simple Description</b>	<b>More Complete Description**</b>
A+	Over 84	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	Excellent	Polished, original, demonstrating mastery
A-	75-79	Very Good	Some originality, exceeds requirements
B+	70-74	Good	Exceeds requirements in some respects
B	65-69	Satisfactory	Fulfils requirements in general
B-	60-64	Acceptable	Only minor flaws. Unoriginal
C+	55-59	Pass	Mistakes, recapitulation of course material
C	50-54	Minimum pass	Serious mistakes or deficiencies
D	40-49	Unacceptable	Little understanding, poor performance
E	00-39	Fail	Well below the minimum required

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### **Assignments:**

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#### ***Format of assignments***

Assignments must be submitted in hard and soft copy to the course teacher (except for the Internet exercises that can be submitted via email or email attachment). They should be computer-formatted, 12pt font, 1.5 line spacing, single sided papers, to allow for written comments on the paper. Appendix material does not count toward the required assignment length.

#### ***Penalties for Lateness & Excessive length***

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g., serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the course teacher as soon as possible.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.

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### **Course Resource Materials:**

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- Weekly readings (hard copy).
- Weekly questions and supplementary materials
- Blackboard-based exercises, support materials, discussion boards and readings (pdf).

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### **General University Requirements:**

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Students should familiarise themselves with the University's requirements, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures, contained in the Statutes of the Calendar and read the requirements of this paper outline in that context.

## *The University Statute on Student Conduct and Policy on 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](http://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](http://www.vuw.ac.nz/policy/StaffConduct).

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### **Grievances:**

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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](http://www.vuw.ac.nz/policy/AcademicGrievances).

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### **Academic Integrity and Plagiarism:**

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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](http://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: <http://www.vuw.ac.nz/home/studying/plagiarism.html>

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**Students with Disabilities:**

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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](mailto: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, the following staff members will either help you directly or quickly put you in contact with someone who can.

<b>Staff</b>	<b>Faculty</b>	<b>Room number</b>
Sue Dover	Student Support Coordinator, FHSS	2 Wai-te-ata Road
Kirstin Harvey	Law	Old Gvt Building room 103
Liz Richardson	Science and Architecture and Design	Cotton Building room 150

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/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto: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](mailto:education@vuwsa.org.nz).

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