

School of Marketing and International Business

## **MARK 306 INTERNET MARKETING**

Trimester One 2008

### **COURSE OUTLINE**

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#### **Contact Details**

James Richard – Lecturer and Course Co-ordinator

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My office hours are:

Wednesdays 12:30 pm – 1:30 pm

Other times by appointment

#### **Class Times and Room Numbers**

**Format:** Three hours lecture each week, plus seven one-hour tutorials over the trimester.

**Lectures:** Mondays, 11:30 am to 12:20 pm – Rutherford House – RHLT2

Tuesdays, 11:30 am to 1:20 pm – Rutherford House – RHLT2

**Tutorials:** **Each student needs to sign up for one tutorial time using the S-CUBED - Tutorial & Workshop Signup System. Tutorial times are:**

Mondays, 12:40 pm to 1:30 pm

Mondays, 1:40 pm to 2:30 pm

Tuesdays, 1:40 pm to 2:30 pm

Tuesdays, 2:40 pm to 3:30 pm

Tutorials will commence in week 3, 10 March 2008.

**Note** that Tutorials will be held in Computer Labs RWW 102 and RWW 202 in the following weeks 10 March; 17 March; and 28 April. Please check Blackboard as to which Computer Lab to attend.

**Final examination:** A two-hour examination will be held during the 5 June – 25 June examination 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 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 project).
- Demonstrate a working knowledge and understanding of Internet marketing concepts, implementation issues and Internet marketing strategy development (Internet Marketing Strategy project and final examination).

## 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.

## Expected Workload

Students can expect to spend between 12 and 14 hours per week on this course outside the classroom. This should include assigned reading, 3 – 4 hours; preparing for tutorials 2 – 3 hours; researching and reviewing additional material, 2 – 3 hours; preparing assignment 3 – 4 hours; group meetings 2 – 3 hours.

## Group Work

There are two group assessments in this course. Preparation outside of class time for the group presentation is expected to take no more than 2 hours per week. The group will be assessed based on the final document as well as on individual presentation of the material during the presentation. Each individual is expected to contribute equally to the final outcome.

The first part of the IM strategy paper also includes a group work component. The group must find and agree on a business in order to research and prepare an IM strategy. It is expected that the preparation time for this group work will encompass 2 – 3 hours per week. The group will work together, write up the situational analysis and deliver the IM situational analysis

document on the due date. This portion of the IM strategy will be group assessed; each individual will receive the same mark for the piece of work.

## Readings

### Required text:

Roberts, M. L. (2008). *Internet marketing: Integrating online and offline strategies* (2nd ed.). Southbank, Victoria, AU: Thomson.

This text can be purchased from the University Bookshop.

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:

Assessment		Due Date
Tutorial participation (ongoing)	10%	Ongoing
Individual web site assessment	15%	1 April – in class
Assigned group presentation	10%	As assigned
Internet marketing situation analysis	10%	29 April – 4pm
Internet marketing strategy - individual	25%	20 May – 4pm
Final Examination (2 hours)	30%	
<b>Total</b>	<b>100%</b>	

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 3 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.

**MARK 306 TIMETABLE** (Subject to change)

W = Week; S = Session

<b><u>W</u></b>	<b><u>S</u></b>	<b><u>DATE</u></b>	<b><u>TOPIC</u></b>	<b><u>READING</u></b>
<b>1</b>	1	25 Feb	Course Introduction and Overview	
	2	26 Feb	Internet Marketing	Chapter 1
<b>2</b>	3	3 March	Internet Value Chain	Chapter 2
	4	4 March	Internet Business Models – B2C	Chapter 3
<b>3</b>	5	10 March	Internet Business Models – B2B	
	6	11 March	Direct-Response Foundations <b>Guest Speaker</b> – e-commerce (F. Carson – Match Communications)	Chapter 4
<b>4</b>	7	17 March	Database Foundations	
	8	18 March	Understanding Internet Consumer & Customer Acquisition	Chapter 5 & 6
<b>5</b>	9	24 March	<b>EASTER Monday</b>	
	10	25 March	<b>University Holiday</b>	
<b>6</b>	11	31 March	Customer Relationships & Leverage Marketing Knowledge	Chapter 13
	12	1 April	<b>Guest Speaker</b> – Data Mining (P. O'Connor - Datamine) <b>Individual Web-site assignment due in class</b>	Chapter 7
<b>7</b>	13	7 April	Customer contact	Chapter 8
	14	8 April	Effective Web sites	Chapter 10
<b>MID-TERM BREAK</b>				
<b>8</b>	15	28 April	Maintaining Web sites	
	16	29 April	<b>Guest Speaker</b> – Web Design (F. Carson – Match Communications) <b>IM group situation analysis due</b>	
<b>9</b>	17	5 May	Web Marketing Programs	Chapter 11
	18	6 May	Evaluating Marketing Programs	
<b>10</b>	19	12 May	Customer Service	Chapter 9
	20	13 May	Customer Support	
<b>11</b>	21	19 May	Future of Internet	Chapter 14
	22	20 May	Current Issues <b>Guest Speaker</b> – Crisis (A. Waugh – InterConnect) <b>IM Strategy: individual paper due</b>	
<b>12</b>	23	26 May	Social and Regulatory Issues	Chapter 12
	24	27 May	Security & IP <b>Guest Speaker</b> – Security (TBD)	

**END OF TERM**

**MARK 306 TUTORIAL TIMETABLE** (Subject to change)

	<u>WEEK OF</u>	<u>TOPIC</u>	
1	25 February	NO TUTORIAL	
2	3 March	NO TUTORIAL	
<b>3 – T1</b>	<b>10 March</b>	<b>Value Chains and B2C Business Models</b>	<b>Computer Lab</b>
<b>4 – T2</b>	<b>17 March</b>	<b>B2B Business Models and Web Usability</b>	<b>Computer Lab</b>
5	24 March	NO TUTORIAL - EASTER Monday	
<b>6 – T3</b>	<b>31 March</b>	<b>Internet Foundations and the consumer</b>	
<b>7 – T4</b>	<b>7 April</b>	<b>Customer acquisition</b>	
<b>MID-TERM BREAK</b>			
<b>8 – T5</b>	<b>28 April</b>	<b>Information and Knowledge</b>	<b>Computer Lab</b>
<b>9 – T6</b>	<b>5 May</b>	<b>Customers relationships</b>	
<b>10 – T7</b>	<b>12 May</b>	<b>Web marketing programs, customer service and support</b>	
11	19 May	NO TUTORIAL	
12	26 May	NO TUTORIAL	

**Individual web site assessment:** Due in class on the due date, an electronic copy must also be submitted. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

The goal of the website assessment paper (maximum 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 four students per group. Each week as assigned, starting in week 3, a different group of students will undertake independent research and present the group assignment to the class. In addition to the presentation the group will write a brief report (maximum 2,000 words) about their findings to be handed in at the beginning of the lecture, an electronic copy must also be submitted. 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, and persuasiveness), content (structure), audio-visual support, professional appearance, application of theory, etc. **Creativity will be rewarded!!**

Marking criteria for the assigned group presentation is available on Blackboard under *Course Information/Assessment/Presentation Evaluation Form*.

### **Internet Marketing Strategy project:**

**IM group situation analysis** – A brief proposal outline and preliminary scan (2- 3 pages, 1,000 words or less) is due week 8 in class or Box 3 Mezzanine Floor, Rutherford House by 4:00pm. The proposal should outline the scope of the project, what you plan to do, the current business situation (situation analysis) and what you see as the initial issues to be addressed. Include a brief company description and company contact person details (include e-mail address).

**IM Strategy individual paper** – The final report is to be delivered in class or in Box 3 Mezzanine Floor, Rutherford House by 4:00pm on the due date, an electronic copy must also be submitted. The Internet marketing strategy report should follow from the **IM group situation analysis**; addressing the issues determined from the that analysis in order to demonstrate the student’s 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 student applies 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*. The word limit is 1,500 – 2,000 words, excluding reference and appendices.

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), an electronic copy must also be submitted. 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 five (5) of the seven 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.
3. Attend the final examination and 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 and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building on the ground floor (EA005). This counter is the first point of contact for:

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

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

## Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is

used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the School, handwritten work may be copy typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

### **Manaaki Pihipihinga Programme**

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email [manaaki-pihipihinga-programme@vuw.ac.nz](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.