

School of Marketing and International Business  
**MARK 404 ADVANCED INTERNET MARKETING**  
Trimester One 2008  
**COURSE OUTLINE**

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**Contact Details**

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My office hours for MARK404 are:

Wednesdays      12:30 pm – 1:30 pm

Other times by appointment

**Class Times and Room Numbers**

**Format:**      Three hours lecture and seminar

**Lectures:**      Wednesdays, 9:30 am to 12:20 pm – Rutherford House – G03

**Course Objectives**

MARK404 is designed to augment the research focus of the Honours Marketing program. The course emphasises independent research and analysis of the Internet marketing literature. On completion of this course, participants will be able to:

- Better understand the impact of the Internet on marketing and an organisation's overall marketing framework.
- Gain insight into recent and expected technological changes and how these alter the traditional marketing practices.
- Critically review Internet marketing articles.
- Understand the advantages and disadvantages of using the Internet to conduct research.
- Demonstrate a working knowledge and understanding of Internet marketing research implementation issues.

## 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. We will explore, through academic articles and research, 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 effectiveness and efficiency. The focus of the course is not on mastering the technologies themselves, but on understanding their business applications from a research perspective. 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.

The following areas will be covered during the course:

- Impact of the Internet and digitalisation
- Emerging trends in research
- Conducting research on the Internet
- Intelligence gathering
- Electronic data collection
- Internet reliability and validity
- Ethical considerations

## Expected Workload

The workload will vary throughout the course, however, at a minimum you will be expected to:

- 1) attend 3 hours of class per week
- 2) complete assigned reading – 2 - 3 hours per week
- 3) research and prepare for weekly seminars – 3 - 4 hours per week
- 4) preparation for Internet research project – 2 - 4 hours per week

## Suggested Readings

Mohammed, R. A., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2004). *Internet marketing: Building advantages in the networked economy* (2nd ed.). Boston: McGraw-Hill/Irwin.

Additional readings will be assigned each week as a basis for the seminar presentations. However you are expected to undertake additional research to prepare for each class, and will submit your own reading list to me at the start of each session.

## 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.

**MARK 404 TIMETABLE (Subject to change)**

<b><u>W</u></b>	<b><u>DATE</u></b>	<b><u>TOPIC</u></b>
<b>1</b>	27 Feb	<b>Course Introduction and Overview</b> Impact of the digital world
<b>2</b>	5 March	<b>Internet usage</b> State of the research Trends, forecast, impact
<b>3</b>	12 March	<b>Internet search and research</b> State of the research, intelligence gathering Issues, concerns, methodologies
<b>4</b>	19 March	<b>Internet surveys</b> Methodology Issues
<b>5</b>	26 March	<b>Internet consumer (behaviour)</b> State of the research Online focus groups Qualitative research
<b>6</b>	2 April	<b>e-commerce (B2B)</b> State of the research Trends, forecast, impact  <b>Internet research proposal due 5:00 pm.</b>
<b>7</b>	9 April	<b>Internet strategy</b> State of the research Impact on marketing  <b><i>MID-TERM BREAK</i></b>
<b>8</b>	30 April	<b>Web design</b> State of the research
<b>9</b>	7 May	<b>Retailing</b> State of the research
<b>10</b>	14 May	<b>Trust and ethics</b> State of the research Reliability Validity
<b>11</b>	21 May	<b>Summary &amp; Research presentations</b> Pulling the bits together, what does it all mean?  <b>Internet research paper due 4:00 pm.</b>
<b>12</b>	28 May	<b>Research presentations</b>

**END OF TERM**

## Assessment Requirements

MARK 404 is assessed on the basis of class participation; two seminar presentations and write ups; two reviewer write ups; and one Internet research project as outlined below:

Class Participation (ongoing)	15%
Seminar presentations (two as scheduled)	20%
Reviewer assignment (two as scheduled)	5%
Internet research project (due 21 May 2008) and presentation	40%
Final Test (in class)	<u>20%</u>
<b>Total</b>	<b>100%</b>

**Note:** The research project is to be delivered to me by 4:00 pm 21 May 2008. Your research presentations will be held on the 21 and 28 May.

**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). SMIB recommends that students use the APA method of referencing material in written work described in detail in Publication Manual of the American Psychological Association, 5th ed. (Washington, DC: American Psychological Association, 2001) <http://www.vuw.ac.nz/ibproject/referencing.htm>. There are also useful websites offering APA guidelines (e.g. Cornell University Library, Purdue University).

## 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 404, students must submit all of the assigned work as outlined in the course outline. Students must obtain at least 50% in the final test, and 50% overall, to obtain a pass grade for this course.

## Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 404 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 404 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@yuw.ac.nz](mailto:manaaki-pihipihinga-programme@yuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@yuw.ac.nz](mailto:pacific-support-coord@yuw.ac.nz) or phone (04) 463 5842.