

School of Marketing and International Business

## **MARK 404 ADVANCED INTERNET MARKETING**

Trimester One 2009

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Dr James Richard – Lecturer and Course Co-ordinator

Room 1104, Rutherford House,

School of Marketing and International Business

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My office hours are:

Wednesdays 12:30 pm – 1:30 pm

Other times by appointment

#### **Trimester Dates**

Monday, 2 March to Wednesday, 1 July 2009.

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

**Format:** Three hours lecture each week.

**Seminars:** Wednesdays, 1:40 pm to 4:30 pm – Rutherford House – G01

**Withdrawal dates:** Information available via

<http://www.victoria.ac.nz/home/admsenrol/payments/withdrawalsrefunds.aspx>

#### **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
- Conducting research on the Internet
- Electronic data collection
- Ethical considerations
- Emerging trends in research
- Intelligence gathering
- Internet reliability and validity

## MARK 404 TIMETABLE (Subject to change)

| <u>W</u> | <u>DATE</u> | <u>TOPIC</u>  |
|----------|-------------|---|
| 1        | 4 March     | <b>Course Introduction and Overview</b><br>Impact of the digital world  |
| 2        | 11 March    | <b>Internet usage</b><br>State of the research; Trends, forecast, impact  |
| 3        | 18 March    | <b>Internet search and research</b><br>State of the research, intelligence gathering; Issues, concerns, methodologies                           |
| 4        | 25 March    | <b>Internet surveys</b><br>Methodology; Issues  |
| 5        | 1 April     | <b>Internet consumer (behaviour)</b><br>State of the research; online focus groups; Qualitative research  |
| 6        | 8 April     | <b>e-commerce (B2B)</b><br>State of the research; Trends, forecast, impact<br><b>Internet research proposal due 4:00 pm.</b>                    |
|          |             | <b>MID-TERM BREAK</b>   |
| 7        | 29 April    | <b>Internet strategy</b><br>State of the research; Impact on marketing  |
| 8        | 6 May       | <b>Web design</b><br>State of the research  |
| 9        | 13 May      | <b>Retailing</b><br>State of the research   |
| 10       | 20 May      | <b>Trust and ethics</b><br>State of the research; Reliability, Validity   |
| 11       | 27 May      | <b>Summary &amp; Research presentations</b><br>Pulling the bits together, what does it all mean?<br><b>Internet research paper due 4:00 pm.</b> |
| 12       | 3 June      | <b>Final Test</b>   |

### END OF TERM

### Course Learning Objectives

By the end of this course, students should be able to:

- 1) Explain the impact of the Internet on marketing and an organisation's overall marketing framework in both B2C and B2B contexts (class participation, final test)
- 2) Interpret recent and expected technological changes and how these alter the traditional marketing practices (class participation, final test, reviewer assignment)
- 3) Conduct seminars to critically review Internet marketing articles (seminar presentations, reviewer assignment)
- 4) Use the Internet to conduct research with a full awareness of the advantages and disadvantages (Internet research project)
- 5) Demonstrate a working knowledge and understanding of Internet marketing research implementation issues (class participation, final test, Internet research project).

## 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) prepare 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.

## Assessment Requirements

MARK 404 is assessed on the basis of class participation; two seminar presentations and write up; 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 27 May) and presentation | 40%         |
| Final Test (3 June in class)                            | <u>20%</u>  |
| <b>Total</b>  | <b>100%</b> |

## 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.