

School of Marketing and International Business

MARK 306 INTERNET MARKETING

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Dr James Richard – Senior Lecturer and Course Co-ordinator

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School of Marketing and International Business

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My office hours are:

Tuesdays 10:30 am – 12:30 noon

Other times by appointment

Trimester Dates

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive).

Withdrawal from Courses:

Information available via

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission

(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

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

Class Times and Room Numbers

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

Lectures: Tuesdays, 12:40 pm to 2:30 pm – Rutherford House – RHLT3
Thursdays, 12:40 pm to 1:30 pm – Rutherford House – RHLT3

Tutorials: Each student needs to sign up for one tutorial during the first week time using the S-CUBED - Tutorial & Workshop Signup System.

Tentative tutorial times can be found on Blackboard or S-CUBED.

Tutorials will commence in week 3, 16 March 2010.

Note that some tutorials will be held in Computer Labs RWW 102 and RWW 202. Check Blackboard for which tutorial rooms and Computer Labs to attend.

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.

Course Learning Objectives

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

- 1) Describe the opportunities and limitations of applying Internet Marketing concepts to companies (assessed through Tutorials, Internet Marketing Strategy project and final examination)
- 2) Explain how an Internet Marketing strategy fits into an organisation's overall marketing framework (Individual web assessment, final examination)
- 3) Explore how the Internet can be used to provide added value to B-B and B-C business models (Group presentation)
- 4) Gain insight into recent and expected technological changes and how these alter the traditional marketing practices (Tutorial participation, final examination)
- 5) Identify ways in which global marketing techniques must adapt to electronic – Internet channels (Group presentation, Internet Marketing Strategy project and final examination)
- 6) Design an Internet marketing strategy and prepare an implementation plan (Internet Marketing Strategy project).

Course Delivery

The course will incorporate lectures, class discussions, cases, text material, on-line material, guest speakers, in-class exercises, assignments, projects and tutorials.

Students are expected to attend all lectures, read the assigned material and be prepared to discuss Internet Marketing ideas and concepts in class. For tutorials students are expected to complete the assigned readings, participate in tutorial discussions, and submit a one-page synopsis of the tutorial issues to be discussed including a summary of the computer assignments.

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. Each individual is expected to contribute equally to the final outcome. Details for this assignment can be found on Blackboard under Course Assessment.

The first part of the Internet Marketing (IM) strategy paper, the situation analysis, 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.

MARK 306 TIMETABLE 2010 (Subject to change)

SESSION	TOPIC	READING
1	2 March Course Introduction Internet Marketing Overview	Chapter 1
2	9 March Internet Value Chain Internet Business Models – B2C & B2B	Chapter 2 Chapter 3
3	16 March Direct-Response Foundations Database Foundations Student presentations (1 & 2)	Chapter 4
	18 March Guest Speaker – Data bases & data mining; Scott Fuller (Managing Director, Database Communications)	
4	23 March Understanding the Internet Consumer Customer Acquisition	Chapter 5
	25 March Student presentations (3 & 4)	Chapter 6
5	30 March Guest Speaker – e-commerce; Fraser Carson (Director, Fresco) Student presentations (5 & 6)	Chapter 8
	1 April Customer Relationships Individual Web-site assignment due 12:00 noon	Chapter 13
MID-TERM BREAK		
6	20 April Leverage Marketing Knowledge Leverage Marketing Knowledge (cont'd)	
7	27 April Customer contact Student presentations (7 & 8) Effective Web sites & Maintaining Web sites	Chapter 7 Chapter 10
	29 April IM group situation analysis due 12:00 noon	
8	4 May Student presentations (9 & 10) Guest Speaker – Web Design; Jonny Mole (Markitable (NZ) Limited) Web Marketing Programs	Chapter 11
9	11 May Evaluating Marketing Programs Student presentations (11 & 12) Customer Service	Chapter 9
10	18 May Customer Support Future of Internet 20 May Student presentations (13 & 14)	Chapter 14
11	25 May Guest Speaker – Current &/or Security Issues (TBD) 27 May Student presentations (15 & 16)	
12	1 June Social and Regulatory Issues Review 3 June IM Strategy: individual paper due 12:00 noon	Chapter 12
END OF TERM		

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Readings

Required text: This text can be purchased from the University Bookshop.

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

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		Learning objective	Due Date
Tutorial participation (ongoing)	10%	LO1 & 4	Ongoing
Individual web site assessment	15%	LO2	Thursday 1 April – 12:00 noon
Assigned group presentation	10%	LO3,5	As assigned
Internet Marketing report	35%	LO1,5,6	
<i>Situation analysis (group) - 10%</i>			Thursday 29 April – 12:00 noon
<i>Strategy (individual) – 25%</i>			Thursday 3 June – 12:00 noon
Final Examination (2 hours)	30%	LO1,2,4,5	11 June – 30 June
Total	100%		

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. Written assignments must be submitted electronically by 12:00 noon on the due date. (Alternatively assignments may also be delivered in class, to my office, or in Box 3 Mezzanine Floor, Rutherford House.)

Word length guidelines are shown below for each piece of written assessment:

Individual web site assessment: 1,500 words maximum.

Assigned group presentation: 2,000 word limit on Wiki

Internet Marketing report:

Situation analysis (group): 1,000 word maximum (does not include Appendices)

Strategy (individual): 2,000 word maximum (does not include Appendices)

Detailed assignment requirements and assessment criteria are available on Blackboard, under Course Assessment.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11^h June – Wednesday 30th June 2010.**

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. Obtain a minimum mark of 40% in the final examination.

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**.