

School of Marketing and International Business

## **MARK 404 ADVANCED INTERNET MARKETING**

Trimester One 2010

### **COURSE OUTLINE**

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

Dr James Richard – Senior Lecturer and Course Co-ordinator

Room 1104, Rutherford House,

School of Marketing and International Business

DDI 463-5415

FAX 463-5231

Mobile 027 563 5415

[james.richard@vuw.ac.nz](mailto:james.richard@vuw.ac.nz)

My office hours are:

Tuesdays 10:30 am – 12:30 noon

Other times by appointment

#### **Trimester Dates**

Teaching Period: Monday 1<sup>st</sup> March – Friday 4<sup>th</sup> June 2010

Study Period: Monday 7<sup>th</sup> June – Thursday 10<sup>th</sup> June 2010

Examination Period: Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> 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/withdrawlsrefunds.aspx>

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

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

**Seminars:** Thursdays, 9:30 am to 12:20 pm – RWW414

#### **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 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)

WEEK	TOPIC
1	4 March Course Introduction and Overview Impact of the digital world
2	11 March Internet usage State of the research; Trends, forecast, impact
3	18 March Internet search and research State of the research; Trends, forecast, impact
4	25 March Internet surveys Methodology; Issues
5	1 April Internet consumer (behaviour) State of the research; online focus groups; Qualitative research
<b>MID-TERM BREAK</b>	
6	22 April e-commerce (B2B) State of the research; Trends, forecast, impact <b>Internet research proposal due 4:00 pm</b>
7	29 April Internet strategy State of the research; Impact on marketing
8	6 May Web Design State of the research
9	13 May Retailing State of the research
10	20 May Trust and ethics State of the research; Reliability, Validity <b>Review</b> Pulling the bits together, what does it all mean
11	27 May <b>Final examination</b>
12	3 June Research presentations <b>Internet research paper due 4:00 pm</b>
<b>END OF TERM</b>	

### 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).

## Course Delivery

The course will comprise primarily of student-led seminars and discussion, some lectures, and on-line material will also be incorporated.

Students are expected to attend all seminars, read the assigned material and be prepared to discuss Internet Marketing ideas and concepts in class.

## 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:

Assessment		Learning objective
Class Participation (ongoing)	15%	LO1, 2, 5
Seminar presentations (two as scheduled)	20%	LO3,
Reviewer assignment (two as scheduled)	5%	LO2, 3
Internet research project (approx 3,000 words due 3 June) and presentation	40%	LO4,5
Final Test (27 May in class)	20%	LO1, 2
<b>Total</b>	<b>100%</b>	

*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.*

## Final test

The final test for this course will take place during the regular class on: **Thursday 27<sup>th</sup> May 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 coordinator.

## **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.