

School of Marketing and International Business

## MARK 312 INTERNET MARKETING

Trimester One 2012

### COURSE OUTLINE

#### Names and Contact Details

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My office hours are:    Thursdays; 10:00 am – 12:00 noon; Other times by appointment

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#### Trimester Dates

Teaching Period: Monday 5 March – Friday 8 June  
Study Period: Monday 11 June – Thursday 14 June  
Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

#### Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May, 2012. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation.

The application form is available from either of the Faculty's Student Customer Service Desks.

#### Class Times and Room Numbers

**Lectures:** **Stream 1:**    Mondays,      1:40 pm to 2:30 pm – Government Building – GBLT4  
**CRN: 19754**    Thursdays,    1:40 pm to 2:30 pm – Government Building – GBLT4

**Lectures:** **Stream 2:**    Tuesdays,      4:40 pm to 5:30 pm – Rutherford House – RHLT3  
**CRN: 23167**    Thursdays,      8:30am to 9:20 am – Rutherford House – RHLT3

**Tutorials:** Each student needs to sign up for one tutorial before the second week of the trimester (week beginning 12 March) using the S-CUBED - Tutorial & Workshop Signup System.

**Tutorial times can be found on Blackboard and/or S-CUBED.**

Tutorials will commence in week 3, 19 March 2012.

**Note:** The first tutorials will be held in the RWW Computer Labs. 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 (Tutorials, Internet Marketing Strategy project);
- 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 (Individual web assessment, Internet Marketing Strategy project, 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 7 and 9 hours per week on this course outside the classroom. This should include assigned reading, 2 hours; preparing for tutorials 1 hour; researching and reviewing additional material, 1 hour; preparing assignment 2 hours; group meetings 1-2 hours.

**MARK 312 TIMETABLE 2012 (Subject to change)**

<b>WEEK</b>	<b>TOPIC</b>	<b>READING</b>
<b>1</b> 5 March	Course Introduction Internet Marketing Overview	Chapter 1
<b>2</b> 12 March	Internet Value Chain  Internet Business Models – B2C & B2B	Chapter 2  Chapter 3
<b>3</b> 19 March	Direct-Response Foundations  Database Foundations <b>Guest Speaker</b> – Data bases & data mining; Scott Fuller (Managing Director, Database Communications)	Chapter 4  TBC
<b>4</b> 26 March	Understanding the Internet Consumer  Customer Acquisition	Chapter 5  Chapter 6
<b>5</b> 2 April	Customer Acquisition Customer Relationships <b>Individual Web-site assignment due Thursday 12:00 noon</b>	Chapter 7 Chapter 8
<b>MID-TERM BREAK</b>		
<b>6</b> 23 April	Leverage Marketing Knowledge	Chapter 13
<b>7</b> 30 April	Effective Web sites & Maintaining Web sites <b>IM group situation analysis due Thursday 12:00 noon</b>	Chapter 10
<b>8</b> 7 May	Web Marketing Programs	Chapter 11
<b>9</b> 14 May	Evaluating Marketing Programs Customer Service	Chapter 9
<b>10</b> 21 May	Customer Support Future of Internet	Chapter 14
<b>11</b> 28 May	<b>Guest Speaker</b> – e-commerce; Fraser Carson (Director, Fresco) <b>Guest Speaker</b> – Web Design; Jonny Mole (Markitable (NZ) Limited) TBC	TBC
<b>12</b> 4 June	Social and Regulatory Issues Review <b>IM Strategy: individual paper due Thursday 12:00 noon</b>	Chapter 12
<b>END OF TERM</b>		

**Group Work**

There is one group assessment in this course. The first part of the Internet Marketing (IM) strategy paper, the situation analysis, consists of group work. 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. Groups of maximum four students are to be formed during the tutorial in week 3. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project.

## 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 312 final examination

## Assessment Requirements

MARK 312 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%	LO1,3 & 4	Ongoing
Individual web site assessment	20%	LO2	Thursday 29 March – 12:00 noon
Internet Marketing report	40%	LO1,3,5,6	
<i>Situation analysis (group) - 10%</i>			Thursday 26 April – 12:00 noon
<i>Strategy (individual) – 30%</i>			Thursday 7 June – 12:00 noon
Final Examination (2 hours)	30%	LO1,2,4,5	15 June – 4 July
<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. Written assignments must be submitted electronically by 12:00 noon on the due date. (Alternatively assignments may also be delivered in class, to the lecturer's office, or in Box 5 Mezzanine Floor, Rutherford House.)

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

**Individual web site assessment:** 1,500 words maximum.

**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. Penalties for exceeding the word limit will be enforced.

## Quality Assurance 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.

## **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 Friday 15 June – Wednesday 4 July (inclusive).

## **Penalties**

In fairness to other participants, work submitted after the deadline, or exceeding the word count will incur a penalty.

Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is two days late will lose 20% of the available grade (i.e. a 78% becomes a 58%). However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course. In the event of unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 5% for every 10% words over the limit. In other words, if the word limit is set at 2,000 words, a 5% penalty will be applied for every 200 words over the limit.

## **Mandatory Course Requirements**

To meet mandatory course requirements in MARK 312, 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.

## **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **Communication of Additional Information**

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 312 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 312 course name under **My Courses**.

## **Use of Turnitin**

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

**For the following important information follow the links provided:**

**Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

**General University Policies and Statutes**

Find key dates, explanations of grades and other useful information at

[www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study)

Find out about academic progress and restricted enrolment at

<http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the Calendar webpage at

<http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at

[www.victoria.ac.nz/home/about\\_victoria/avcacademic/default.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx)

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/>

**Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>