

School of Marketing and International Business

MARK 404 ADVANCED INTERNET MARKETING

Trimester One 2012

COURSE OUTLINE

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 027 440 5485

james.richard@vuw.ac.nz

My office hours are:

Thursdays 10:00 am – 12:00 noon.

Other times by appointment.

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 Courses:

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

Format: Three hours seminar each week.

Seminars: Tuesdays, 11:30 am to 2:20 pm – Rutherford House – G01.

Course Content

This course examines the impact and implications of internet development upon marketing practice. 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/DATE		TOPIC
1	6 March	Course Introduction and Overview Impact of the digital world
2	13 March	Internet usage State of the research; Trends, forecast, impact
3	20 March	Internet search and research State of the research; Trends, forecast, impact
4	27 March	Internet surveys Methodology; Issues
5	3 April	Internet consumer (behaviour) State of the research; online focus groups; Qualitative research
MID-TERM BREAK		
6	24 April	e-commerce (B2B) State of the research; Trends, forecast, impact Internet research proposal due 4:00 pm
7	1 May	Internet strategy State of the research; Impact on marketing
8	8 May	Web Design State of the research
9	15 May	Retailing State of the research
10	22 May	Trust and ethics State of the research; Reliability, Validity Review Pulling the bits together, what does it all mean
11	29 May	Final Test
12	5 June	Research presentations Internet research paper due 4:00 pm
END OF TRIMESTER		

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 5 June) and summary	40%	LO4,5
Final Test (29 May in class)	20%	LO1, 2
Total	100%	

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.

Final test

The final test for this course will take place during the regular class on: **Tuesday 29th May 2012.**

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 10% 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**.

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

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, 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

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

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/>