

School of Marketing and International Business

MARK 312 INTERNET MARKETING

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator/Senior Lecturer: Dr James Richard
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My office hours are: Wednesdays: 11:30am – 1:00pm; other times by appointment

Course Administrator: Helen Hynes
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Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June
Study Period: Monday 9th June – Thursday 12th June
Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th May. 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: Mondays, 1:40 pm to 2:30 pm – Government Building – GBLT1
Wednesdays, 1:40 pm to 2:30 pm – Government Building – GBLT1

Course Delivery

Tutorial Registration

Each student needs to sign up for one tutorial before the second week of the trimester (week beginning 17 March) using the S-CUBED - Tutorial & Workshop Signup System. Tutorial times can be found on Blackboard and/or the (MARK 312) S-CUBED site.

The six tutorials will commence in week 3, 17 March, 2014 and finish in week 10, 19 May, 2014.

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 five 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.

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.

Prescription

This course explores the nature of marketing transactions and business frameworks within the context of the internet and the World Wide Web. Themes include database marketing, mass customisation, virtual communities, and the linkages between old and new media.

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 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.

MARK 312 TIMETABLE 2014 (Subject to change)

WEEK	TOPIC	READING
1	3 March Course Introduction Internet Marketing Overview	Chapter 1
2	10 March Internet Value Chain Internet Business Models – B2C & B2B	Chapter 2 Chapter 3
3	17 March Direct-Response Foundations Database Foundations	Chapter 4
4	24 March Online Branding Customer Acquisition	Chapter 5 Chapter 6
5	31 March Email Marketing B2B Markets	Chapter 7 Chapter 10
6	7 April Customer Relationships Individual Web-site assignment due Wednesday 12:00 noon	Chapter 11
7	14 April Effective Web sites & Maintaining Web sites	Chapter 12
MID-TERM BREAK		
8	5 May Search and Social Media IM group situation analysis due Wednesday 12:00 noon	Chapter 8 & 9
9	12 May Customer Service Customer Support	Chapter 13
10	19 May Evaluating Marketing Programs Mobile marketing	Chapter 14 Chapter 16
11	26 May Guest Speaker – e-marketing; Jonny Mole (Director, Chilli Marketing) Monday Guest Speaker – e-communities; Fraser Carson (Director, Fresco) Wednesday	
12	2 June Social and Regulatory Issues Review IM Strategy: individual paper due Wednesday 12:00 noon	Chapter 15
END OF TERM		

Readings

Required text: This text can be purchased from VicBooks.

Roberts, M. L., & Zahay, D. (2013). *Internet marketing: Integrating online and offline strategies* (3rd ed.). Mason, OH: South-Western Cengage.

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

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

MARK 312 is assessed on the basis of tutorial participation; an individual paper; one major report (including group and individual components); and a final examination as outlined below:

Assessment		Learning objective	Due Date
Tutorial participation	10%	LO1,3 & 4	Ongoing
Individual assignment	20%	LO2	Wednesday 9 April – 12:00 noon
Internet Marketing report	40%	LO1,3,5,6	
<i>Situation analysis (group) - 10%</i>			Wednesday 7 May – 12:00 noon
<i>Strategy (individual) – 30%</i>			Wednesday 4 June – 12:00 noon
Final Examination (2 hours)	30%	LO1,2,4,5	13 June – 2 July
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 and a hard copy handed in by 12:00 noon on the due date. (Assignments may be delivered in class, to the lecturer's office, or in Box 10 Mezzanine Floor, Rutherford House.)

Tutorial participation: Each tutorial session will involve a short quiz on the readings for the week, or previous weeks. The best results from five of the six quizzes will be used to determine each individual tutorial mark. If a student does not complete the tutorial quiz they will receive a zero (0) for that tutorial grade. As outlined in **Mandatory Course Requirements** (below) students must achieve 40% overall in the quizzes, in order to pass the course.

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

Individual assignment: 1,500 words maximum.

Internet Marketing (IM) 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.

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 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 62.4%). However, assignments received 7 days after the due date will not be marked. Consequently, late assignments may jeopardise your ability to pass the course. In the event of unusual circumstance (e.g., serious illness, or 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. That is, if the word limit is set at 2,000 words, a 5% penalty will be applied for every 200 words over the limit. The word limit does not include appendices or references.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

Friday 13th June – Wednesday 2nd July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must ...

1. Obtain a minimum mark of 40% in all assigned work.
2. Obtain a minimum mark of 40% in the final examination.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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>.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
