

School of Marketing and International Business

MARK 404 ADVANCED INTERNET MARKETING

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Senior Lecturer/Course Coordinator:	Dr James Richard
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Office Hours: (or by appointment)	Wednesdays 11.30-1.00pm

Trimester Dates

Monday 3rd March to Thursday 6th June.

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

Format: Three hours seminar each week.

Seminars: Thursdays, 8:30 am to 11:20 am – Railway Building – RWW126

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

Prescription

Examination of the literature concerning the impact and implications of internet development upon marketing practice.

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 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	Course Introduction and Overview Impact of the digital world
2	Internet usage State of the research; Trends, forecast, impact
3	Internet search and research State of the research; Trends, forecast, impact
4	Internet surveys Methodology; Issues
5	Internet consumer (behaviour) State of the research; online focus groups; Qualitative research e-commerce (B2B)
6	State of the research; Trends, forecast, impact Internet research proposal due 10th April 2014 at 3.30 pm
7	Internet strategy State of the research; Impact on marketing
<u>MID-TERM BREAK 16 APRIL to 4 MAY 2014</u>	
8	Web Design State of the research
9	Retailing State of the research
10	Trust and ethics State of the research; Reliability, Validity
11	Review Pulling the bits together, what does it all mean
12	Research presentations Internet research project due 5th June at 3:30 pm
<u>END OF TERM</u>	

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

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 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)	10%	LO 1, 2, 5
Seminar presentations (two as scheduled)	30%	LO 3,
Reviewer assignment (two as scheduled)	10%	LO 2, 3
Internet research project (approx 3,000 words due 5 June) and summary presentation	50%	LO 4,5
Total	100%	

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.

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.

Mandatory Course Requirements

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

1. submit all of the assigned work as outlined in the course outline
2. obtain at least 50% in the final test

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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**.

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.
