

School of Marketing and International Business

MARK 312 INTERNET MARKETING

Trimester 1, 2016

COURSE OUTLINE

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 customization, virtual communities, and the linkages between old and new media.

Course Learning Objectives

By the end of this course students should be able to achieve the following objectives:

1	Describe the opportunities and limitations of applying Internet Marketing concepts to companies;
2	Explain how an Internet Marketing strategy fits into an organisation's overall marketing framework;
3	Explore how the Internet can be used to provide added value to B-B and B-C business models;
4	Gain insight into recent and expected technological changes and how these alter the traditional marketing practices;
5	Identify ways in which global marketing techniques must adapt to electronic – Internet channels; and
6	Design an Internet marketing strategy and prepare an implementation plan.

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.

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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 or [online](#).

Names and Contact Details

Course Coordinator/Lecturer:	Dr James Richard
Office:	RH 1104, Rutherford House
Phone:	DDI 463-5415; Mobile 027 440 54855
Email:	james.richard@vuw.ac.nz
Office Hours: (or by appointment)	1:00pm – 2:30pm Monday
Course Administrator:	Helen Hynes
Office:	RH 1130
Phone:	04 463 5529
Email:	helen.hynes@vuw.ac.nz

Class Times and Room Numbers

MARK 312 lectures will be conducted in two sessions each week:

Mondays: 11.30am to 12.20pm – Rutherford House (RHLT2)

Wednesdays: 11.30am to 12.20pm – Rutherford House (RHLT2)

Course Delivery

Tutorials: Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 312 will be available in My Allocator until 4th March. Instructions for sign-up will be provided on the *Blackboard* site.

Course Schedule (Subject to Change)

Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	29 Feb	Course Introduction Internet Marketing Overview	Chapter 1	No Tutorial
2	7 Mar	Internet Value Chain Internet Business Models – B2C & B2B	Chapter 2 Chapter 3	No Tutorial
3	14 Mar	Direct-Response Foundations Database Foundations	Chapter 4	Quiz 1: Case study: Value Chain – Dell: Set up groups: Course Q & A [Chapters 1-4]
4	21 Mar -23 Mar (M,T,W)	Online Branding Customer Acquisition	Chapter 5 Chapter 6	Quiz 2: Your digital identity: Individual assignment review [Chapters 5 & 6]
Easter Break from 24 March to 30 March (inclusive) <i>Note: Weeks 4 and 5 are both short weeks due to the Easter break:</i>				
5	31 Mar – 1 Apr (Th, F)			
6	4 April	Email Marketing B2B Markets	Chapter 7 Chapter 10	Quiz 3: Facebook Advertising [Chapters 7 & 10]
<i>Individual Assignment due Tuesday, 5 April, 12:00 noon</i>				
7	11 April	Customer Relationships	Chapter 11	
8	18 April	Effective Web sites & Maintaining Web sites	Chapter 12	Quiz 4: QR (Quick Response) code IM Group SA [Chapters 11-12]
<i>IM group situation analysis due Tuesday 19 April, 12:00 noon</i> Mid-Term Break from 25 April to 1 May (inclusive)				
9	2 May	Search and Social Media	Chapters 8 & 9	Quiz 5: Case study: social media SA & IM Strategy [Chapters 8 & 9]
10	9 May	Customer Service Customer Support	Chapter 13	Quiz 6: Virtual Agents IM Strategy report review [Chapter 13]
11	16 May	Evaluating Marketing Programs Mobile Marketing	Chapter 14 Chapter 16	No Tutorial
12	23 May	Guest Speaker – e-marketing; Jonny Mole (Director, Chilli Marketing): Monday Guest Speaker – e-communities; Fraser Carson (Director, Fresco): Wednesday		No Tutorial
13	30 May	Social and Regulatory Issues Review	Chapter 15	No Tutorial
<i>IM Strategy: individual paper due Tuesday 31 May, 12:00 noon</i>				
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.

Mandatory course requirements

In addition to obtaining an overall course grade of 50% or better, students must obtain a minimum mark of 40% in the final examination.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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

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.

Assessment

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

MARK312 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/quizzes	10%	LO1,3 & 4	Ongoing
Individual assignment	20%	LO2	Tuesday 5 April – 12:00 noon
Internet Marketing report	40%	LO1,3,5,6	
<i>Situation analysis (group) - 10%</i>			Tuesday 19 April – 12:00 noon
<i>Strategy (individual) – 30%</i>			Tuesday 31 May – 12:00 noon
Final Examination (2 hours)	30%	LO1,2,4,5	10 June – 29 June
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 to the lecturer's office, or the MARK 312 Box, notification of location will be provided on the *Blackboard* site).

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.

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.

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 10th June – Wednesday 29th June (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 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.

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.

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 that 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.

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.

Student feedback

Previous feedback was generally positive with no specific issues emerging. Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php.

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>.

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.
