MKTG306

E-Marketing

S1 Day 2014

Dept of Marketing and Management

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
Lay Peng Tan
laypeng.tan@mq.edu.au
Contact via laypeng.tan@mq.edu.au
E4A 453
Please refer to iLearn for details

Credit points
3

Prerequisites
(STAT122 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213)

Corequisites

Co-badged status

Unit description
This unit introduces students to the areas of e-marketing and e-business. It covers concepts and frameworks in the areas of online marketing strategy, implementation and practice. The purpose of the unit is for students to acquire the skills necessary to develop and implement strategies for new-generation marketing and business development opportunities within their organisations. This unit is designed to introduce students to conceptualising, developing and using marketing in computer-mediated environments (CME). These are now the skills and capabilities required for marketers and sales, business development, customer service, and support staff working in either corporate, SME, or government.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Evaluate the relevance of the internet to the modern marketing concept

Identify the different elements of the macro and micro-environment that impact on an organisation's internet marketing strategy

Discuss internet marketing strategy integrated with corporate marketing and business strategy

Discuss the influence of the internet on the marketing mix

Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet

Discuss strategies to optimise B2C and B2B internet marketing

Assessment Tasks

Name	Weighting	Due
Essay	25%	Monday, Wk-12
Case Study	20%	As Assigned
Assessed Coursework	15%	Three Random Collections
Final Examination	40%	University Examination Period

Essay

Due: **Monday, Wk-12**
Weighting: **25%**

This assignment allows students to develop their research skills, along with critical, analytical and integrative thinking; and to horn their written communication skills.

Please note:

1. No extensions will be granted for the written assignment. Late submission will be accepted up to 48 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

2. Special consideration will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work commitments. Written requests for special consideration must be made to the unit convenor prior to the due date.

On successful completion you will be able to:
• Evaluate the relevance of the internet to the modern marketing concept

- Identify the different elements of the macro and micro-environment that impact on an organisation's internet marketing strategy
- Discuss internet marketing strategy integrated with corporate marketing and business strategy
- Discuss the influence of the internet on the marketing mix
- Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet

Case Study

Due: **As Assigned**
Weighting: **20%**

This case study is designed to investigate the E-marketing strategy of an assigned company. This assignment allows the students to focus on an area of concentration in relation to the E-marketing.

This is a group assignment which will be assessed on both individual (5%) and group (15%) performance.

Please note:

Students who are absent or do not participate in the group case presentation will get 0% automatically for both individual and group marks.

On successful completion you will be able to:
- Evaluate the relevance of the internet to the modern marketing concept
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- Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
- Discuss strategies to optimise B2C and B2B internet marketing

Assessed Coursework

Due: **Three Random Collections**
Weighting: **15%**

This assignment encourages students to be an engaged and active learners. There will be THREE random collections (5% x 3 = 15%). At least one of which will be before the mid-semester break.

Please note:

No e-mail submission will be accepted for the tutorial homework. 5% will be forfeited if you miss a tutorial which homework is collected. If absence was due to medical reasons, please bring your homework to your tutor along with a Dr's certificate latest by the following tutorial.

On successful completion you will be able to:

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- Discuss the influence of the internet on the marketing mix
- Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
- Discuss strategies to optimise B2C and B2B internet marketing

Final Examination

Due: **University Examination Period**
Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:
i) the product belongs to the student and
ii) the student has attained the knowledge and skills tested in the exam.

A 3 hour closed-book final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.
http://exams.mq.edu.au/

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at:
http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.
The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:
http://www.mq.edu.au/policy/docs/examination/policy.htm

On successful completion you will be able to:

- Evaluate the relevance of the internet to the modern marketing concept
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Delivery and Resources

TEACHING AND LEARNING STRATEGY

There is no major change since the last offering of this unit. The unit is delivered in a combination of lectures and tutorials. Students are expected to be active and engaged learners, contributing fully to tutorial discussions. Learning activities include individual and group tasks that are to be completed during private study and in the tutorials.

Classes

• 13 classes in the semester made up of 3 hours face-to-face teaching per week. This consists of 1 x 2 hour lecture and 1 x 1 hour tutorial.

• The timetable for classes can be found on the University web site at:http://www.timetables.mq.edu.au

• You must attend at least 80% of your scheduled tutorials, starting in Week-2. Attendance will be taken in class.

• Students are expected to complete the homework, participate in classes, be prepared to work in small groups and discuss the materials assigned each week.

• Students are expected to arrive on time and not to leave until the class ends.

Required and Recommended Texts and/or Materials

Prescribed Text

Strauss, J., & Frost, R. (2014). E-Marketing: International Version (7th ed.): Pearson Education. (ISBN: 978-0-13-295344-3) This text can be purchased from the Macquarie University Co-op Bookshop

In addition to the Textbook, students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Students should be aware that apart from the conventional marketing and business journals, there are new online journals and websites, covering the latest developments in electronic marketing and electronic commerce.

For example, The Australian, Australian Financial Review, and Business Week have special IT sections, every week.

Technology Used and Required

• Use of a PC or laptop

• Software: Word processing, PowerPoint and access to iLearn for course materials

Unit Web Page

Course materials, including lecture notes, list of supplementary readings and course-related announcements, are available on the learning management system (iLearn) at https://ilearn.mq.edu.au

Unit Schedule

Week	Lecture Topics	Key Tutorial Activities	Textbook
	Part 1: E-Marketing in Context		
1	Unit Overview Introduction to E-Business	No Tutorial	Ch1
2	Strategic E-Marketing & E-Business Models	Tutorials commence this week	Ch2, Ch3
	Part 2: E-Marketing Environment		
3	E-Marketing Environments (1)	Groups formed for Case Study	Ch 4, 5

4	E-Marketing Environments (2)	Class Discussion	Ch 4, 5
5	Understanding the E-Consumers	Class Discussion	Ch7
	Part 3: E-Marketing Strategy & Management		
6	STP & Positioning Strategy	Class Discussion	Ch8
7	Product Strategy	Class Discussion	Ch9
8	Price Strategy	Case Study (1)	Ch10
9	Distribution Strategy	Case Study (2)	Ch11
10	Communications Strategy	Case Study (3)	Ch12, Ch14
11	Social Technologies	Case Study (4)	CH13
12	Customer Relationship Management	Case Study (5) DUE: (Monday), Individual Written Assignment	Ch6, 15
	Part 4: Course Review		
13	Revision and Conclusion	Briefing on Final Examination	

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

http://www.mq.edu.au/policy/docs/grading/policy.html

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Evaluate the relevance of the internet to the modern marketing concept
- Identify the different elements of the macro and micro-environment that impact on an organisation's internet marketing strategy
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- Discuss the influence of the internet on the marketing mix
- Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
- Discuss strategies to optimise B2C and B2B internet marketing

Assessment tasks

- Essay
- Assessed Coursework
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Evaluate the relevance of the internet to the modern marketing concept
- Identify the different elements of the macro and micro-environment that impact on an organisation's internet marketing strategy
- Discuss internet marketing strategy integrated with corporate marketing and business strategy
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Assessment tasks

- Essay
- Case Study
- Assessed Coursework
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Identify the different elements of the macro and micro-environment that impact on an organisation's internet marketing strategy
- Discuss internet marketing strategy integrated with corporate marketing and business strategy
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- Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
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Assessment tasks

- Essay
- Case Study

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Assessment task

- Case Study

Research and Practice

This unit uses research by Macquarie University researchers, for example

Ang, Lawrence (2011). Community relationship management and social media.Journal of Database Marketing & Customer Strategy Management,18, 31–38.

This unit uses research from external sources.

This unit gives you practice in applying research findings in your assignments.