MKTG804

E-Business Marketing

S2 External 2014

Dept of Marketing and Management

Contents

General Information

Unit convenor and teaching staff
Unit Convenor
Lay Peng Tan
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E4A 453
Please refer to iLearn for details

Credit points
4

Prerequisites
MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description
The purpose of this 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 computer-mediated environments (CMEs). Students are introduced to the concept of e-business marketing as a metaphor for skills and capabilities required for twenty-first century marketers, based around marketing orientation as customer value creation using CMEs, and viewing marketing as a set of information flows using new and emerging electronic business technologies.

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:

Understand the concepts and approaches to E-Business Marketing

Understand contemporary and emerging skills and capabilities required for Marketing in the digital age

Understand the new marketing philosophies and practices in areas such as Online

Advertising, Search-Engine Marketing, Collaborative and Social Media

Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services

Assessment Tasks

Name	Weighting	Due
Discussion Forum Posts	25%	As Assigned
Seminar Paper and Critique	30%	As Assigned
Group Case Analysis Report	15%	As Assigned
Final Examination	30%	11-October-2014

Discussion Forum Posts

Due: **As Assigned**
Weighting: **25%**

Students are expected to be an active learner, and to contribute to the **weekly discussion forums.**

On successful completion you will be able to:

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Seminar Paper and Critique

Due: **As Assigned**
Weighting: **30%**

Individual seminar paper (20%) based on a randomly assigned topic.

Peer review of seminar paper (10%)

Each student will be randomly assigned a paper completed by their colleague. Student is expected to critique the paper, offer constructive comments and suggestions.

Both assignments are to be uploaded to iLearn by the due date. The papers will be subjected to

plagiarism check using Turnitin.

Both the seminar paper and critique will be made available to all unit participants via iLearn.

Please refer to assignment guide available on iLearn for more details.

Please note:

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.

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Group Case Analysis Report

Due: **As Assigned**
Weighting: **15%**

This is a group assignment. Each group will be randomly assigned a case study. The case materials are available on e-Reserve (Macquarie Library).

The case study reports are to be uploaded to iLearn by the due date. The reports will be subjected to plagiarism check using Turnitin.

The reports will be made available to all unit participants via iLearn.

Please refer to assignment guide available on iLearn for more details.

Please note:

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.

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Final Examination

Due: **11-October-2014**
Weighting: **30%**

2 hours, online open-book exam on 11-October-2014 (Saturday), 9-11am.

You will need access to a computer equipped with a web camera and reliable internet.

You are expected to complete the online examination at the day and time stated above.

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:

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.*

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

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Delivery and Resources

TEACHING AND LEARNING STRATEGY

This is an **online intensive** unit. Please see the Unit Schedule for more details.

The lecture notes will be posted on iLearn at https://ilearn.mq.edu.au

A live online classroom will be held every week.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text Strauss, J., & Frost, R. (2014). E-Marketing: International Version (7th ed.): Pearson Education. (ISBN-13: 9780132953443) This text can be purchased from the Macquarie University Co-op Bookshop

Reading List A list of supplementary readings will be provided via iLearn. Students are required to obtain those articles by going to Macquarie Library and accessing the relevant online journals.

Recommended texts etc. In addition to the required readings, 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. Other recommended texts include:

Li, C., & Bernoff, J. (2011). Groundswell: Winning in a world transformed by social technologies (expanded and revised ed.). Boston, Massachusetts: Harvard Business Review Press.

Anderson, C. (2009). The Long Tail: How endless choice is creating unlimited demand. London: Random House Business Book.

TECHNOLOGY USED AND REQUIRED

Use of a PC or laptop, equipped with a web camera and reliable internet access.

This unit uses:

- iLearn
- Blackboard Collaborate (e-Learning software) to conduct live online classes

○ http://www.mq.edu.au/iLearn/student_info/collaborate.htm

• 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

MKTG804 (S2/2014) Online Intensive: Unit Schedule

Session	Corresponding to S2/2014 Academic Calender	Online Lecture Date / Time	Topics / Contents	Key Activities
Kick-Start/ Prep		From 21-July	**Kick-Start / Prep** E-Marketing in Context	Self-Intro Video Discussion Forum
Session-1	Week-1	5-August-2015 Tues 3-5pm	**Module #1** E-Business Models Strategic E-Marketing Planning	**Discussion Forum #1 (5%)** Opens: 2pm, 4-Aug (Mon) Closes: 10am, 11-Aug (Mon)
Session-2	Week-2	12-August-2015 Tues 3-5pm	**Module #2** E- Marketing Environment	**Discussion Forum #2 (5%)** Opens: 2pm, 11-Aug (Mon) Closes: 10am, 18-Aug (Mon)

Session-3	Week-3	19-August-2015 Tues 3-5pm	**Module #3:** Understanding Consumers Online and Positioning Strategies	**Discussion Forum #3 (5%)** Opens: 2pm, 18-Aug (Mon) Closes: 10am, 25-Aug (Mon)
Recess	Week-4		**Recess**	
Session-4	Week-5	2-Sept-2015 Tues 3-5pm	**Module #4** Product: The Online Offer	**Discussion Forum #4 (5%)** Opens: 2pm, 1-Sept (Mon) Closes: 10am, 8-Sept (Mon)
Session-5	Week-6	9-Sept-2015 Tues 3-5pm	**Module #5** Price: The Online Value The internet for Distribution	**Discussion Forum #5 (5%)** Opens: 2pm, 8-Sept (Mon) Closes: 10am, 15-Sept (Mon)
Session-6	Week-7	16-Sept-2015 Tues 3-5pm	**Module #6** Communication: Customers Acquisition and Management	**Individual Seminar Paper (20%)** DUE 10am, 15-Sept
	Mid-Break		**Completing Assignments**	**Group Case Study Report (15%)** DUE 10am, 22-Sept (Mon) **Peer Review of Seminar Paper (10%)** Assign: 2pm, 15-Sept (Mon) DUE: 10am, 29-Sept (Mon)

Review	Mid-Break	30-Sept-2015 **Tues 3-4.30pm**	**Review & Exam**	**Exam Preparation**
Exam	Week-9	**11-Oct (Sat) 9-11am**		**Final Exam (Online) (30%)**

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/

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand the concepts and approaches to E-Business Marketing
- Understand contemporary and emerging skills and capabilities required for Marketing in

the digital age

- Understand the new marketing philosophies and practices in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media

Assessment tasks

- Discussion Forum Posts
- Seminar Paper and Critique
- Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understand contemporary and emerging skills and capabilities required for Marketing in the digital age
- Understand the new marketing philosophies and practices in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media
- Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services

Assessment tasks

- Seminar Paper and Critique
- Group Case Analysis Report
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcome

- Explore and develop insights and strategic conversation on new and emerging e-

business technologies, products and services

Assessment tasks

- Discussion Forum Posts
- Group Case Analysis Report

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.