



# MKTG804

## E-Business Marketing

S1 Day 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

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Contact via [laypeng.tan@mq.edu.au](mailto:laypeng.tan@mq.edu.au)

E4A 453

Please refer to iLearn for details

Credit points

4

Prerequisites

MKTG696 or admission to MCom or MIntBus or MEd 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
<u>Individual Assignments</u>	25%	As Assigned
<u>Group Project</u>	30%	As Assigned
<u>Class Test</u>	10%	As assigned
<u>Final Exam</u>	35%	University Exam Period

### Individual Assignments

Due: **As Assigned**

Weighting: **25%**

#### Individual assignments include:

Seminar paper (15%) and discussion leadership (5%) based on a randomly assigned topic.

Participation in seminars and online discussion forums throughout the semester (5%).

The seminar papers (*in Words document*) are to be uploaded to iLearn and made available to all participants in this unit **7 days prior** to the assigned seminar discussion. The papers will be subjected to plagiarism check using Turnitin.

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

#### 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. Students who are absent or do not participate in the group / individual presentation will get 0% automatically.

On successful completion you will be able to:

- Understand contemporary and emerging skills and capabilities required for Marketing in the digital age
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## Group Project

Due: **As Assigned**

Weighting: **30%**

This project is made up of presentation (10%) and write-up (20%).

Presentation is for 10-15 minutes followed by 5 minutes of class questions.

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

### **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. Students who are absent or do not participate in the group / individual presentation will get 0% automatically.

On successful completion you will be able to:

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## Class Test

Due: **As assigned**

Weighting: **10%**

This class test is 40 minutes. 40 Multiple choice questions based on all material covered in Week1 to Week4.

**Please note:**

No extensions will be granted. Supplementary tests will only be granted if special consideration is made and approved.

On successful completion you will be able to:

- Understand the concepts and approaches to E-Business Marketing

## Final Exam

Due: **University Exam Period**

Weighting: **35%**

3 hours, closed-book exam during the exam period.

The University Examination period for Semester 1, 2014: 16-June to 4-July 2014.

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](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>

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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 seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week.

The lecture notes will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. The recording (video or tape) of lectures/seminars is not permitted.

### CLASSES

- There are 3 hours of classes each week. These are run as a seminar and will consist of lectures and presentations.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- Attendance will be taken in class.
- You 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-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** 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 E-Business Marketing (S1/2014) Weekly Schedule\*

\*Please note that the weekly schedule and content may be subjected to modifications as the semester progresses.

# Some class activities require the use of a computer.

Week	Seminar Topics	Key Activities #	Textbook
	<b>Part 1: E-Marketing in Context</b>		
1	Unit Overview Introduction to E-Business	Ice-Breaker	Ch1
2	Strategic E-Marketing and E-Business Models	Group Project	Ch2, 3

	<b>Part 2: E-Marketing Environment</b>		
3	E-Marketing Environments	Class Discussion	Ch4, 5
4	Understanding the E-Consumers	Class Discussion DUE: One-Page Project Proposal	Ch7
	<b>Part 3: E-Marketing Strategy &amp; Management</b>		
5	Positioning & Value Creation Strategies (1)	Class Test	Ch8, 9
6	Value Creation Strategies (2)	Project Workshop	Ch8, 9
	<b>Mid-Semester Break (12-27 April 2014)</b>		
7	Project Update	Group Project Presentations	
8	Pricing Strategy	Students-led seminar discussion (1)	Ch10
9	Distribution Strategy	Students-led seminar discussion (2)	Ch11
10	Communications Strategy (I)	Students-led seminar discussion (3)	Ch12, 14
11	Communications Strategy (II)	Students-led seminar discussion (4)	Ch13, 15
12	Guest Lecture	Students-led seminar discussion (5) DUE: Group Project	
	<b>Part 4: Course Review</b>		
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](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](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](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/](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](http://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](http://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

- Individual Assignments
- Class Test
- Final Exam

### 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**

- Individual Assignments
- Group Project
- Final Exam

## **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**

- Individual Assignments
- Group Project

## **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.

## Changes since First Published

Date	Description
01/03/2014	Changed the late assessment statement for the class test from transferring the 10% to final exam when special consideration is approved. Current statement: No extensions will be granted. Supplementary tests will only be granted if special consideration is made and approved.