MKTG804

E-Business Marketing

S3 External 2014

Dept of Marketing and Management

Contents

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff
Lecturer in Charge
John Edwards
john.edwards@mq.edu.au
Contact via john.edwards@mq.edu.au
E4A 218B
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

Branding, Social Media, Mobile Marketing and Digital Media.

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

Assessment Tasks

Name	Weighting	Due
Weekly Online Participation	10%	Weekly
Case Study Report	20%	21 December 2014
Project	30%	18 January 2015
Final Examination	40%	29 January 2015

Weekly Online Participation

Due: **Weekly**
Weighting: **10%**

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

It is expected students to contribute to all the discussion topics.

If students do not participate in the weekly online forums, they will receive a zero mark.

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

Please note:
Late submission will not be accepted after the submission deadline. This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- 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 Branding, Social Media, Mobile Marketing and Digital Media.

Case Study Report

Due: **21 December 2014**
Weighting: **20%**

This is an individual assignment, due on Sunday 21 December 2014 (11.55pm).

Each student will be assigned a case study.

The case study will be made available to all unit participants via iLearn, from the first day in

Week 1.

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

The case study reading materials are available on e-Reserve (Macquarie Library).

The case study finished reports are to be uploaded to iLearn by the due date.

The reports will be subjected to plagiarism check using Turnitin.

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.

On successful completion 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 Branding, Social Media, Mobile Marketing and Digital Media.

Project

Due: **18 January 2015**
Weighting: **30%**

This is an individual assignment, due on Sunday 18 January 2015 (11.55pm).

The Task: Developing an E-Commerce Business Plan for an organisation

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

- Business Planning format required (see iLearn).
- Proof reading (spelling, grammar) is essential
- References according to Harvard Referencing Method.
- Upload the final plan onto iLearn
- No. of Pages: 20 page report (inc.Table of Contents), plus references and appendix

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.

On successful completion 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 Branding, Social Media, Mobile Marketing and Digital Media.
- Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

Final Examination

Due: **29 January 2015**
Weighting: **40%**

In Session 3 2014, the final exam is a 2 hour, online open-book exam, held on Thursday 29 January 2015, 4pm to 6pm.

You will need access to a computer equipped with a reliable internet connection.

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

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.

You can do the exam in your home city or town. You don't need to be living in Sydney to do the final exam.

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

On successful completion 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 Branding, Social Media, Mobile Marketing and Digital Media.
- Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

Delivery and Resources

Teaching and Learning Strategy

iLearn and Collaborate are the main e-learning platforms for communication with students undertaking the MKTG804 online course.

You access iLearn and Collaborate via the Macquarie University website and log in using your student ID and password.

The activities on iLearn include:

- Reading the learning materials (both lecture material, readings, articles)
- Participate in the online class discussions each week with the Lecturer and other students
- Work on your Case Study / Report
- Working on your E-Business Marketing Plan project
- Studying for your Final Exam

The assessment items are:

- Case Study Report
- Contributions and participations in the online discussion forums
- Developing an E-Business Marketing Plan
- Completing a Final exam

Communication with Students/Lecturer will be conducted online through iLearn, Collaborate and Facebook.

This includes:

- Posting messages to the class and lecturer

- Posting comments in the online discussion forum

- Accessing lecture material, videos, and articles

- Submitting the case study report and project

- Feedback on the case study report and project.

- Accessing Grades and Marks

A S3 2014 MKTG804 Facebook page will be developed and used throughout the S3 course for communication purposes.

Classes

The on-line program is conducted through Macquarie University's e-Learning management platform (iLearn).

When studying on-line, your computer/laptop/tablet/smart-phone is the device to access the unit and iLearn and collaborate are the platforms where:

- you will interact and liase with the Lecturer and other students in the online classes

- your assessment tasks will be completed and submitted on-line

A "live" online classroom (using Collaborate) will be held twice, each week.

Details of the day and time will be posted on iLearn in Week 1.

The Lecturer will post audio and video recordings on iLearn of all the lecture topics for downloading and listening, so that students can listen and watch the lectures in their own time.

The full resources of Macquarie University including the MU Library are available to on-line students.

Required and Recommended Texts and/or Materials

There is no prescribed textbook for this course.

Reading material has been developed for this Unit and is set up as Hyperlinks within iLearn. This includes the latest articles on E-Business Marketing; all can be found in iLearn.

Students are strongly encouraged to read widely in the E- Business Marketing area and to particularly use the World-Wide Web as a powerful source for research in this subject. Students should be aware that apart from the conventional business, IT and marketing journals, there are many online journals and websites covering the latest developments in electronic marketing and electronic commerce.

A list of e-commerce Industry news websites and resources can be found on iLearn.

Technology Used and Required

This unit:

- Uses iLearn

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

- Uses 'normal' software that is on your PC, laptop, tablet or smart-phone

- Uses the normal web applications, standard programs and videos

Unit Web Page

The course material is available on the learning management system (iLearn).

The web page for this unit can be found at: https://ilearn.mq.edu.au

Unit Schedule

You can access the timetable here: http://students.mq.edu.au/student_admin/timetables

Week No.	Date (w/c)	Topics	Seminar Topic	Materials
1	8 Dec 2014	Digital Marketing Landscape / E-Business Models / E-Business Marketing Planning	Refer to iLearn	Refer to iLearn
2	15 Dec-2014	Consumer Behaviour Online / Branding Online / Website Design and analytics	Refer to iLearn	Refer to iLearn
3	22 Dec-2014	Session 3 Recess		
4	29-Dec-2014	Session 3 Recess		
5	5 Jan-2015	Digital Media / Social Media	Refer to iLearn	Refer to iLearn
6	12-Jan-2015	Mobile Marketing	Refer to iLearn	Refer to iLearn
7	19-Jan-2015	Information Management / Big Data	Refer to iLearn	Refer to iLearn

	29 Jan -2015	Final Exam	Refer to iLearn	Refer to iLearn
	12-Feb-2015	Session 3 final results released	Refer to e-student	

Learning and Teaching Activities

Lectures

Live online sessions by the Lecturer using Collaborate

Discussions

Particpating in the online class discussions (in iLearn) each week with the lecturer and other students

Readings

Reading through the articles and library resources posted on iLearn

Case Study Report

Developing and submitting a case study report

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

Branding, Social Media, Mobile Marketing and Digital Media.

Assessment tasks

- Weekly Online Participation
- Case Study Report
- 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 Branding, Social Media, Mobile Marketing and Digital Media.
- Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

Assessment tasks

- Weekly Online Participation
- Case Study Report
- Project
- 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

- Weekly Online Participation
- Case Study Report
- Project
- Final Examination

Changes from Previous Offering

Changes since the last offering of this unit

- No major changes; just updating of materials, videos and readings.

Research and Practice

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

This unit gives you opportunties to conduct your own research and apply it in your assessment items.