MKTG804
E-Business Marketing

S1 Day 2016

Dept of Marketing and Management

Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 6
Unit Schedule 7
Policies and Procedures 8
Graduate Capabilities 10
Global and Sustainability 11
Research and Practice 12

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General Information

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E4A 453
Please refer to iLearn for details

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Credit points
4

Prerequisites
MKTG696

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. This unit is offered in two delivery modes. The Session 1 offering will be delivered face-to-face, on campus, over the study period. The Session 2 offering will be delivered fully online, in six modules, each of one week’s duration.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

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

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar Paper &amp; Discussion</td>
<td>35%</td>
<td>As Assigned</td>
</tr>
<tr>
<td>E-Marketing Plan</td>
<td>25%</td>
<td>As Assigned</td>
</tr>
<tr>
<td>Class Test</td>
<td>10%</td>
<td>As assigned</td>
</tr>
<tr>
<td>Final Examination</td>
<td>30%</td>
<td>University Exam Period</td>
</tr>
</tbody>
</table>

**Seminar Paper & Discussion**

*Due: As Assigned*  
*Weighting: 35%*

This individual assignment allows students to gain in-depth understanding of contemporary topics in e-business marketing. It has several components.

Each student will write a seminar paper on a given topic (20%), and conduct a students-led seminar discussion along with other peers whom are working on the same topic (Discussion leadership: 5%).

To encourage active class participation, each student will also be required to complete a Reflective Task (10%).

Detailed assessment guide including submission details and marking criteria will be available on iLearn.

**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 a notification of disruption to studies is submitted and approved.
2. Students who are absent or do not participate in the group / individual seminar discussion will get 0% automatically.

3. Transference of marks is not permissible across assessment tasks.

This Assessment Task relates to the following 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

**E-Marketing Plan**

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

Working in groups, students will complete a marketing plan for a new e-business venture. The project is designed to provide students with insights into how marketing technologies, tools, and applications can be used to develop and implement e-marketing strategy. This assignment has two components: Progress Presentation (10%) and Written Plan (15%).

Detailed assessment guide including submission details and marking criteria will be available on iLearn.

**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 a notification of disruption to studies is submitted and approved.

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

3. Transference of marks is not permissible across assessment tasks.

This Assessment Task relates to the following 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
• Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services

Class Test
Due: As assigned
Weighting: 10%

This assignment is designed to encourage students to stay engaged with the course materials right from the beginning of the semester.

This class test is 40 minutes. 40 Multiple choice questions based on all materials covered in Week1 to Week4. More information will be provided in class.

Please note:
1. No extensions will be granted. Supplementary tests will only be granted if a notification of disruption to studies is submitted and approved.
2. Transference of marks is not permissible across assessment tasks.

This Assessment Task relates to the following Learning Outcomes:
• Understand the concepts and approaches to E-Business Marketing

Final Examination
Due: University Exam Period
Weighting: 30%

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

Students are expected to present themselves 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 students may wish to consider submitting a disruption to studies notification. The University’s policy on disruption to studies process is available at: http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

For information “How to submit a Disruption to Studies Notification?”
http://students.mq.edu.au/student_admin/exams/disruption_to_studies/
If a Supplementary Examination is granted as a result of disruption to studies, 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](http://www.mq.edu.au/policy/docs/examination/policy.htm)

This Assessment Task relates to the following 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
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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](https://ilearn.mq.edu.au) on a weekly basis. The recording (video or audio) 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/](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.
- **To complete this unit satisfactorily**, students must attend at least 80% of the scheduled classes. Attendance will be taken in class.
- Students are expected to arrive on time and not to leave until the class ends.
REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS


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:


TECHNOLOGY USED AND REQUIRED

• Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials

• Software required: E.g., Word processing, PowerPoint, video/media player, Acrobat Reader.

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

Weekly Schedule will be available on iLearn.
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:


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/)

**Results**

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit [ask.mq.edu.au](ask.mq.edu.au).

**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:


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/

Disruption to Studies 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 Disruption to Studies 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:


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
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**

- Seminar Paper & Discussion
- E-Marketing Plan
- Class Test
- 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 & Discussion
- E-Marketing Plan
- 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

- E-Marketing Plan
- Final Examination

Global and Sustainability

This unit prepares students for a globalised world of scientific and technological advance. In this unit, students will learn about the dynamic world of digital marketing. They will develop
knowledge and understanding of the fundamentals of e-business marketing principles, which they can implement to support the strategy, desired goal and sustainable growth for both organisations and society at large.

**Research and Practice**

This unit uses research by Macquarie University researchers, for example,


This unit also uses research from external sources.

This unit gives students opportunities to conduct their own research and gives them practice in applying research findings in their assignments.