MKTG306
E-Marketing
S1 Day 2016
Dept of Marketing and Management

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http://unitguides.mq.edu.au/unit_offerings/56951/unit_guide/print
# General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
<th>Unit Convenor</th>
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<tr>
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<td><a href="mailto:laypeng.tan@mq.edu.au">laypeng.tan@mq.edu.au</a></td>
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<td>Contact via <a href="mailto:laypeng.tan@mq.edu.au">laypeng.tan@mq.edu.au</a></td>
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<td>Please refer to iLearn for details</td>
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| Jie Meng                        | jie.meng@mq.edu.au            |

| Credit points                   | 3                              |

| Prerequisites                   | (STAT150 or STAT170 or STAT171 or PSY122) and 6cp at 200 level including (MKTG202 or MKTG203 or MKTG204 or MKTG208 or MKTG210 or MKTG213) |

| 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. 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. |

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## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

## Learning Outcomes

1. Evaluate the relevance of the internet to the modern marketing concept
2. Identify the different elements of the macro and micro-environment that impact on an organisation’s internet marketing strategy
3. Discuss internet marketing strategy integrated with corporate marketing and business strategy
4. Discuss the influence of the internet on the marketing mix

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Research Essay</td>
<td>20%</td>
<td>10am, 26-May (Thurs)</td>
</tr>
<tr>
<td>E-Businesses Analysis</td>
<td>25%</td>
<td>As Assigned</td>
</tr>
<tr>
<td>Assessed Coursework</td>
<td>15%</td>
<td>Four Random Collections</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
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Research Essay

Due: **10am, 26-May (Thurs)**
Weighting: **20%**

This is an individual assignment.

This assignment allows students to gain in-depth understanding of contemporary topics in e-business marketing. It provides students the opportunities to develop their research skills, along with critical, analytical and integrative thinking; and to hone their written communication skills. Essay length: Eight printed A4-pages, 12pts Times New Roman, 1.5 line-spaced, 2.54cm margin. This limit includes any tables, diagrams and appendices but excludes cover page, executive summary (one-page) and reference list. Detailed assessment guide and marking rubrics will be available on iLearn.

Please note:

**NO extensions** will be granted for this assessment. 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.

This Assessment Task relates to the following 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
• Discuss the influence of the internet on the marketing mix

E-Businesses Analysis

Due: As Assigned
Weighting: 25%

This is a group assignment which will be assessed on both individual (5%) and group performance (20%).

This assignment allows students to gain insights into e-business marketing strategies through research, presentation and class discussion. Working in groups, students will conduct desktop research, present and discuss their key findings in class. Detailed assessment guide and marking criteria will be available on iLearn.

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

This Assessment Task relates to the following Learning Outcomes:
• Evaluate the relevance of the internet to the modern marketing concept
• Discuss internet marketing strategy integrated with corporate marketing and business strategy

Assessed Coursework

Due: Four Random Collections
Weighting: 15%

This assessment (also known as "Tutorial Homework") encourages students to be engaged and active learners. There will be FOUR random collections of which the three best ones will be chosen (5% x 3 = 15%). The list of questions / tasks to be completed weekly will be available on iLearn.

Please note:
No e-mail submission will be accepted. No extension will be granted. If you miss a tutorial which homework is collected, you will either lose one of the four opportunities to submit your homework (1st absence) or 5%, each time you are absent (2nd absence onwards). If absence was due to medical reasons, please bring your homework to your tutor along with a PAF latest by the following tutorial. No submission will be accepted thereafter.

This Assessment Task relates to the following 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
• Discuss the influence of the internet on the marketing mix

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 closed-book 2 hours 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 submitting a disruption to studies notification. The University’s policy on disruption to studies process is available at:

www.mq.edu.au/policy/docs/disruption_studies/policy.html

If a Supplementary Examination is granted as a result of the 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

This Assessment Task relates to the following 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
• Discuss the influence of the internet on the marketing mix
**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 & Requirements**

- 11 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 (from Week-2).
- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au
- **To complete this unit satisfactorily**, students must attend at least 80% of the 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**


In addition to the Textbook, students are strongly encouraged to read widely in the area and to particularly use the internet as a powerful source of research in this subject.

**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, supplementary readings and course-related announcements etc 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](http://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](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.


### 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/](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 Enquiry Service
For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

Equity 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.

IT Help
For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University’s IT, you must adhere to the [Acceptable Use of IT Resources Policy](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

Graduate Capabilities
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:

Learning outcome

- Discuss internet marketing strategy integrated with corporate marketing and business strategy

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
- Discuss the influence of the internet on the marketing mix

**Assessment tasks**

- Research Essay
- E-Businesses Analysis

**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
- Discuss internet marketing strategy integrated with corporate marketing and business
  strategy
- Discuss the influence of the internet on the marketing mix

**Assessment tasks**

- Research Essay
- E-Businesses Analysis
- 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
- Discuss the influence of the internet on the marketing mix

**Assessment tasks**

- Research Essay
- E-Businesses Analysis
- Assessed Coursework
- 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.