MACQUARIE UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

MKTG804

E-BUSINESS MARKETING

ONLINE

Convenor and Lecturer:
Mr. John Edwards

UNIT OUTLINE

2009/2010

Summer Semester

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1. INTRODUCTION

MKGT804 E-Business Marketing is a postgraduate Business Management course offered at Macquarie University, in Dec 2009 to Feb 2010 (Summer Semester).

The purpose of E-Business Marketing is for students to acquire the skills necessary to develop and implement strategies for marketing and business development opportunities in the organisations in which they work.

MKGT804 E-Business Marketing is a 4 point credit subject, included in the Master of International Business; MCom Business, and MCom Marketing Degree Programs.

BUS800 E-Commerce Strategy is also another unit available to study for students who are interested in this field.

2. OBJECTIVES

E-Business Marketing, through a process of discovery, encourages marketing entrepreneurship through using computer-mediate-environments and supporting technologies and concepts to enhance the implementation and performance of marketing activities.

<u>The course has three main objectives</u>:

1. To introduce and familiarise students with the major concepts in E-Business Marketing
2. To integrate these concepts into a framework which can be used to deliver effective electronic marketing planning and actions
3. To gain an understanding of these concepts and the challenges they pose on domestic and international organisations

3. COURSE OVERVIEW

E-Business Marketing is designed to introduce students to conceptualizing, developing and using marketing computer-mediated environments (CME's). Students are introduced to the concept of E-Business Marketing as a metaphor for skills and capabilities required for 21st century marketers, based around marketing orientation as both customer value creation using CME's, and viewing marketing as a set of information flows using new and emerging electronic business technologies.

New approaches to Marketing based around Search-Engine, Social Media and emerging advanced Collaborative Platforms are explored as features of an ever-developing E-Business Marketing environment and philosophy.

<u>The topics covered in the course include (but are not limited to):</u>

1. E-Marketing Landscape: Past, present, Future
2. Consumer Behaviour on the Net / Online Market Research
3. Segmentation, targeting, positioning, differentiation online
4. Products and Pricing online
5. The Internet for Distribution
6. Communication tools online: Branding
7. New Digital Media
8. CRM online
9. Ethical and legal issues: Privacy, copyright, and DRM

4. LEARNING OUTCOMES

On successful completion of E-Business Marketing, students should be able to:

1. Understand a grounded approach to e-business and e-marketing based on marketing within and using Computer-Mediated Environments (CME's)
2. Understand contemporary and emerging skills and capabilities required for Marketing in the digital age.
3. Understand symbiotic development of infrastructure that contributes to current and emerging E-Marketing frameworks, models and philosophy – for both developed and emerging countries
4. Gain an introduction to new marketing philosophies and practice based on Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds
5. To conduct seminars on an E-Marketing Technology and Issue with reference to marketing and localised application where applicable
6. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

The Macquarie University experience is designed to lead students to a career in the city and a place in the world. It encourages life-long learning and links teaching to cutting-edge research.

Macquarie University seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:

- foundation skills of literacy, numeracy and information technology;
- self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;
- communication skills for effective presentation and cultural understanding;
- critical analysis skills to evaluate, synthesise and judge;
- problem-solving skills to apply and adapt knowledge to the real world; and
- creative thinking skills to imagine, invent and discover.

5. CONVENOR and LECTURER

Convenor and Lecturer:

Mr. John Edwards

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Email: john.edwards@mgsm.edu.au
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Facebook Profile: Macquarie University Network

6. TEXT AND READINGS

There is no set Textbook but a *Book of Readings* is published for this course and is available on Blackboard.

Also, 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. Students should be aware that apart from the conventional marketing and business journals, there are new online journals and websites, covering the latest developments in electronic marketing and electronic commerce.
For example, *The Australian* and *Sydney Morning Herald* have a special IT section, every week.

Supplementary Readings

Students are strongly encouraged to read widely in the 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 new online journals and websites covering the latest developments in electronic marketing and electronic commerce.

Most supplemental readings and background materials will be published on-line, as noted in the course schedule. If there is a need for printed supplemental readings they will be placed on e-reserve in the Library.

A list of e-marketing Industry news websites and resources can be found on Blackboard.

7. LEARNING APPROACH / FORMAT

<u>The course involves</u>:

- Reading the learning materials (both lecture material and the readings)
- Online Class discussions with the Lecturer and other students
    - Student discussion and participation, is encouraged and emphasised in all online classes (via Blackboard on the Discussion Board).
- Assessment Items:
    - Individual Project
    - Presentation and discussion of a selected seminar topic
    - Discussion (regular)
    - Completing and passing a Final (online) exam

<u>For this course you should allocate time for</u>:

- Step 1 - reading the materials as specified in the Course Schedule
- Step 2 - engaging with the learning materials
- Step 3 - working on your seminar topic presentation and discussion questions, when it is scheduled
- Step 4 - working on your *E-Business Marketing* Plan
- Step 5 – studying for your Final Exam

8. STUDENT WORKLOAD

In order to optimise the value of your learning, it is strongly advised to prepare before each session, enthusiastically participate in each session, and then reflect on each session. The amount of time spent out of class will vary for each individual, depending on competencies and proficiency in any area. An approximation is between 80-120 hours per unit, which is an average of 8-12 hours per session. Effective learning requires interaction between you, your instructor, and your peers. The better prepared you are before each session the greater the learning value from more focused questions and discussions. In addition, reflecting on what you have learned is an important process for you to confidently apply your newly learned skills. Therefore, in order to gain the most learning value from the synergistic relationship between your support materials and your specific unit material it is highly recommended you follow these steps for each Session:

BEFORE EACH CLASS

1. Read the Support Materials "Overview" and "Checklist".
2. Read the Support Materials "Reflection" and engage in the "Activities".
3. Read the Support Materials notes and answer any given questions or problems.
4. Pre-read your Instructor's Lecture notes for more detailed comprehension.
5. Follow any other learning leads from your Instructor and Blackboard.

DURING EACH CLASS

1. **ENTHUSIASTICALLY PARTICIPATE IN THE "ACTIVITIES" GUIDED BY YOUR INSTRUCTOR.**
2. Contribute to each session with focused questions and discussions.
3. Attempt any questions and problems shown in your class.
4. Identify clearly what you know you know and what you know you don't know.
5. Ask your Instructor about any questions or problems from this or any class.

AFTER EACH CLASS

1. Attempt any questions and problems advised by your Instructor.
2. Reflect **IN** action (while doing these questions and problems).
3. Review the worked solutions to questions and problems.
4. Reflect **ON** action (after you have done these questions and problems).
5. Identify clearly what you know you know and what you know you don't know

9. E-LEARNING APPLICATIONS

a. Blackboard

- Blackboard is the main e-learning platform for communication to students undertaking MKTG804 *E-Business Marketing*. You access Blackboard via the Macquarie University website. You need to log in using your student ID and password.
- Communication with students and the lecturer is primarily conducted through Blackboard CE6. This includes:
  - Posting messages, both public and private (MAIL)
  - Posting comments/discussion items (DISCUSSION ROOMS)
  - Accessing and printing lecture material (PRINTING OFF LECTURE NOTES AND READING MATERIALS)
  - Submitting Case studies and Assignments (ASSIGNMENTS)
  - Conducting the Final Exam (QUIZ)
  - Accessing Grades and Marks (MY GRADE)

b. <u>iLectures</u>

- i-Lectures are recordings of "face-to-face" Lectures. You can access these from within Blackboard.
- Every topic will be recorded, so that you can listen to them at a later time, and even download them on your MP3 player or iPod.

c. <u>Adobe Connect</u>

- Adobe Connect is a "Live" communication tool that allows students and conveners to communicate via the web using voice and text and also share files and desktops. You will be able to access Adobe Connect from Blackboard and you will be automatically enrolled in the application.

  Adobe Connect will be used during the semester. The day and time will be advised in Week One.

10. COURSE SCHEDULE

Week No./ Date	LECTURE TOPIC	SEMINAR TOPICS	READINGS
Week 1 w/c 7 Dec	Course Overview E-Business Marketing - Past, Present and Future	Allocation of Seminar Topics	No. 1
Week 2 w/c 14 Dec	E-Business Marketing Strategy * E-Marketing Research and Consumer Behaviour Online	ST1 and ST2	No. 2
Week 3 w/c 21 Dec	E-Business Marketing Strategy: * Segmentation and Targeting strategies * Positioning and Differentiation Strategies	ST3 and ST4 and ST5	No. 3
Week 4 w/c 28 Dec	E-Marketing Management * Product and Pricing: Developing the online offer and value	ST6 and ST7 and ST8	No. 4
Week 5 w/c 4 Jan	E-Marketing Management * Distribution: The internet as a distribution channel	ST9 and ST10 and ST11	No. 5
Week 6 w/c 11 Jan	E-Marketing Management * Communication Tools: Branding, advertising, E-DM	ST12 and ST13 and ST14	No. 6
Week 7 w/c 18 Jan	E-Marketing Management * New Digital Media	ST15 and ST16 and ST17	No. 7
Week 8 w/c 25 Jan	E-Marketing Management * CRM – building customer relationships online	ST18 and ST19 and ST20	No. 8
Week 9 w/c 1 Feb	Ethical and Legal issues: Privacy, Copyright, and DRM	ST21 and ST22 and ST23	No. 9
Week 10 w/c 8 Feb	Course Review E-Business Marketing Plan due	No ST presentations this week	No. 10
Week 11 19 Feb	Final Exam		

11. COURSE SCHEDULE OF ALL ACTIVITIES

	Week 1	**E-Business Marketing – Past, Present and Future**
Step 1	Do the reading	• Readings No. 1
Step 2	Study the learning material	Work through the learning materials and iLectures posted on Blackboard CE6
Step 3	Select a Seminar Topic	Seminar Topic allocations will be allocated in the Week One class
	Week 2	**E-Business Marketing Strategy** * E-Marketing research and consumer behaviour online
Step 1	Do the reading	• Readings No. 2
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Presentation and Discussion	Seminar Topic 1 and 2
	Week 3	**E-Business Marketing Strategy:** **Segmentation, Targeting, Positioning, Differentiation**
Step 1	Do the reading	• Readings No. 3
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the seminar topics for class discussion.	Presentation and Discussion Seminar Topic 3 and 4 and 5

	Week 4	**E-Marketing Management:** **Product and Pricing: Developing the online offer and value**
Step 1	Do the reading	• Readings No. 4
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion	Presentation and Discussion Seminar Topic 6,7,and 8
	Week 5	**E-Marketing Management:** **Distribution: The internet as a distribution channel**
Step 1	Do the reading	• Readings No. 5
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion: Seminar Topic 9,10 and 11
	Week 6	**E-Marketing Management:** **Communication Tools: Branding, advertising, E-DM**
Step 1	Do the reading	• Readings No. 6
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6
Step 3	Case studies	Presentation and Discussion: Seminar Topic 12,13 and 14

	Week 7	**E-Marketing Management: New Digital Media**
Step 1	Do the reading	• Readings No. 7
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6.
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion: Seminar Topic 15,16 and 17
	Week 8	**E-Marketing Management:** **Customer Relationship Management (CRM) online**
Step 1	Do the reading	• Readings No. 8
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6.
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion Seminar Topic 18,19 and 20
	Week 9	**Ethical and Legal Issues: Privacy and Digital property and DRM**
Step 1	Do the reading	• Readings No. 9
Step 2	Study the learning material	Work through the learning material and iLectures posted on Blackboard CE6.
Step 3	Read and answer the case studies for class discussion.	Presentation and Discussion Seminar Topic 21,22 and 23

	Week 10	**Course Review** E-Business Marketing Plan due (12 Feb 2010)
	Week 11 **Friday 19 Feb 2010**	**Final Exam** For Students living in Sydney: it will be at **MQ Venue: E4B 214**

12. ASSESSMENT

The assessment system has been designed to help students learn and apply the concepts introduced during the course.

The purpose of the assessment is to assess

- the extent to which you *understand* the concepts, ideas and theories introduced;
- your ability to *apply* these concepts to your own experience; and
- your ability to *develop* and *support* an argument and recommendations

There are three assessable pieces of work, as detailed below:

Item	Title	Due By	Marks
1.	Seminar Topic: Presentation and Report	As per Schedule in Week 1	20%
2.	E-Business Marketing Project	Week 10: 12 Feb 2010	30%
3.	Final Exam	Week 11: 19 Feb 2010	50%

Achievement of an overall mark of 50% is required to pass the unit.

Students need to pass the Final Exam to pass this unit.

a. HOSTING SEMINAR TOPIC PRESENTATIONS AND DISCUSSION

The Seminar Topic Program for E-Business Marketing is designed to explore current electronic marketing issues and related technologies that will intertwine with Lecture material.

In Weeks 2 to 9, as noted in the course schedule, we will have presentations and discussions of Seminar Topics. Students must choose one of these seminar topics, to present and lead the discussion, during the semester. For each presentation, your task is to analyse answer the questions that accompany the case. You should undertake additional research from the electronic library databases, and link to conceptual ideas in the relevant readings, to fully answer the discussion questions. Also you must undertake some online activity that will stimulate class interaction/ discussion/ etc with the rest of the class.

(i) Selecting a Seminar Topic to host and discuss:

Getting Started:

1. Students should review the seminar topics and decide which one they would like to host and present

2. The student who first posts a message in the **DISCUSSION** Area, under **MAIN TOPIC**, saying they want to do that case study, will be allocated it. The Lecturer will confirm the seminar topic.

At the beginning of the week the case study is being discussed, students will post their presentation onto Blackboard in the **DISCUSSION AREA** and **ASSIGNMENT AREA**. Also, students will be expected to facilitate and lead discussion on their particular topic – asking and answering questions to the class.

This assessment item is worth 10%.

(ii) Discussions throughout the whole course:

Students are expected to contribute to the discussion area for other student's case study presentation, throughout the whole course. Students who regularly contribute to the discussions will be rewarded. Those who don't,won't be rewarded.
This assessment item is worth 20%.

Assessment Guide for Seminar Topic Presentations

Content	(30%)
Research	(30%)
Clarity/Relevance	(20%)
Q&A Session	(20%)

E-BUSINESS MARKETING SEMINAR TOPICS LIST

Week	SEM NO.	SEMINAR TOPICS
2	ST1	What do you think a company should do if it receives a Google Alert or RSS feed showing that customers are speaking poorly about its product. Use examples in your discussion
2	ST2	What might marketers do to accommodate consumers who use the internet and are experimental shoppers? Use examples in your discussion.
3	ST3	Discuss the important online engagement segmentation levels. Use examples in your discussion
3	ST4	Some companies forbid employees from using the internet for non-work related activities. What are the implications for marketers that segment their markets using the variable of home and work access? Use examples in your discussion
3	ST5	Are customers likely to be confused by an integrator positioning that suggests a website sells anything and everything? What are the advantages and disadvantages of this positioning? Use examples in your discussion
4	ST6	Under what circumstances would it make sense to take an existing brand name online? When would it not make sense? Use examples in your discussion
4	ST7	Branding Online. Discuss the key branding decisions for web products? Use examples in your discussion
4	ST8	How have airlines responded to near-perfect access to pricing information? Should other internet based businesses adopt similar strategies? Use examples in your discussion
5	ST9	Although direct distribution often results in lower prices, does it have disadvantages for buyers? Use examples in your discussion
5	ST10	If you were the Marketing Manager of Sanity Music stores, how would you capitalize on the trend towards digital music? What other opportunities and threats does the internet create to traditional retailing and wholesaling businesses?
5	ST11	Do you think the value of distribution channels change when they become internet based? Use examples in your discussion
6	ST12	Internet Developments such as Rich Media are fuelling an explosion in the growth of online advertising, providing Marketers with many creative options. Use examples in your discussion
6	ST13	Discuss the main vehicles for advertising on the internet. Use examples in your discussion
6	ST14	How do companies use the internet for public relations, sales promotions, direct marketing. Use examples in your discussion
7	ST15	Google's rapid growth can be attributed to its leadership in defining and developing Search-Engine Marketing which is challenging existing marketing thought and practice. Define and discuss Search-Engine Marketing, how it has revolutionised Marketing, and Google's role in the revolution. Use examples in your discussion
7	ST16	Social Media: Threat Or Opportunity For Marketing Communications? (e.g. Podcasts, Vodcasts, Blogs and Wiki's). Use examples in your discussion
7	ST17	Location-Based Marketing – Linking GPS. Mobile Systems and Marketing Information Systems. Discuss the opportunities and risks for organizations and consumers. Use examples in your discussion

8	ST18	Define and discuss "One-To-One Marketing" with reference to how you would set up an organisation with an orientation toward "One-To-One Marketing". Use examples in your discussion
8	ST19	What are some of the challenges companies face when providing online customer service and support? Discuss some of the new e-CRM applications being used by organisations in service and support web-based customers. Use examples in your discussion.
8	ST20	Explain how data mining, real-time profiling, collaborative filtering, help firms customise their product and service offerings. Use examples in your discussion.
9	ST21	Discuss the potential impact of current laws and regulations for online marketing campaigns. Use examples in your discussion.
9	ST22	Define and discuss Digital Rights Management (DRM) from a marketing perspective, and how Apples approach to DRM may help and/or hinder E-Marketing activities. Use examples in your discussion.
9	ST23	Discuss the threats to internet user privacy? Use examples in your discussion.

b. E-BUSINESS MARKETING PROJECT

Each student will be required to undertake a major project which involves an electronic marketing initiative. The project involves developing a e-business marketing plan for an existing organisation which is either introducing, improving or upgrading an electronic marketing initiative.

The project is designed to provide students with an insight as to how marketing technologies, tools, and applications can be used in the context of the development of e-business marketing strategy and implementation.

The plan should, utilise the frameworks or approaches from the E-Business Marketing subject.

Students are encouraged to apply marketing research analysis tools in their projects.

Project Structure*:*

- Table of Contents
- Executive Summary
- Introduction
- Clear Description of what the project is about and the initiative to be reported
- Clearly Structured Sections And Headings for The Body of the Report
    - Analysis using E-Business frameworks and/or approaches
    - Research Findings
    - Objectives and Strategies
    - Recommendations
    - Conclusion
- References – use the Harvard Referencing Method
- Appendices
    - Research instruments to be included where possible in the Appendices
- Checked for spelling, effective grammar and expression (heavy penalties apply where sections are unreadable due to poor grammar, expression and poor formatting)
- The Report should be 15 pages (max.) in length, (excluding appendices and exhibits, Title and Table of Contents Pages, References)

PROJECT DEADLINE

The E-Business Marketing Project must be submitted via Blackboard by 8 Feb 2010.

Project Assessment Guide

Pass

- Well presented report that demonstrates only a basic capability in terms of marketing analysis and planning, or literature review and research findings.

Credit

- Well presented report that demonstrates a good capability level in terms of marketing analysis and planning with good coverage on market sizing and competitor analysis, strong financial analysis and effective project plans, or effective literature, primary research and research findings.

Distinction

- Professionally presented report that would be regarded equivalent to a good consultant's marketing plan with strong marketing analysis capability and planning plus strong coverage on market sizing and competitor analysis, strong financial analysis and strong project plans, or superior literature review, research findings and discussion.

High Distinction

- A report worthy of entry into the Australian Marketing Institute Marketing Project Awards i.e. superior professionally presented report with comprehensive and creative marketing analysis and planning, plus outstanding financial and project planning sections, or outstanding literature review, theory/model building, primary research and research findings and discussion.

C: FINAL EXAM

(1) For **locally-based** students, the Final Exam will be held at Macquarie University.

It is a 2 hour closed book (online) exam, held in Week 11.

Date: Friday 19 February 2010 commencing at a time to be advised.

Location: E4B 214

(2) For **Overseas based** students, the final exam will be held in the city they reside.

It is a 2 hour closed book (online) exam, held in Week 11.

Date: Friday 19 February 2010 at a time to be advised.

Further details of the Final Exam will be communicated to students in Week 8.

YOU MUST PASS THE EXAM TO PASS THE COURSE.

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. Information about unavoidable disruption and the special consideration process is available at www.reg.mq.edu.au/Forms/APSCon.pdf

You are advised that it is Macquarie University policy not to set early or delayed examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official University examination period, and can attend the exam at the designated time and place.

13. UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).
On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.
It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.
The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

Grade Definitions

HD	High Distinction 85-100%	*Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.*
D	Distinction 75-84%	*Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.*
Cr	Credit 65-74%	*Denotes performance which is substantially better than would normally be expected of competent students in the unit.*
P	Pass 50-64%	*Denotes performance which satisfies unit objectives.*
PC	Pass Conceded 45-49%	*Denotes performance which meets unit objectives only marginally.*
F	Fail 0-44%	*Denotes that a candidate has failed to complete a unit Satisfactorily*
FA	Fail Absent 0-44%	*Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination*
W	Withdrawn	*No grade as student withdrew with permission prior to final Examination*
I	Incomplete	Incomplete *Grade yet to be determined as all assessment tasks have not yet been completed*
IS	Incomplete Supplementary	*Supplementary examination approved and yet to be Completed.*

14. REFERENCING GUIDELINES

All physical books, articles and papers in all assignments, projects, handouts and exams must be referenced conforming to *Journal of Marketing* reference standards (see below).

Book Reference:

<<Body of Assignment>>

"Digital technology has changed the economy The primary source if value creation for consumers has shifted from physical goods to service and information." (Rayport & Jaworski, 2004, 3)

<<References Section>>

Rayport, Jeffrey F., Bernard J. Jaworski (2004), *Introduction To E-Commerce: Second Edition,* McGraw-Hill/Irwin MarketspaceU, Boston Ma.

Journal/Article Reference:

<<Body of Assignment>>

"Jeff Bezos has been hailed as a visionary and put down as a goofball. He's proved critics wrong by forging a winning management strategy built on brains, guts, and above all, numbers." (Vogelstein, 2003, 21)
<<References Section (at end of paper)>>

Vogelstein, Fred (2003), "Mighty Amazon", *Fortune,* Vol 147, No 10 (May 26), 20-28

Website/Online Referencing:

Use the electronic source referencing standard as outlined for *Journal of Marketing* citation standards:

<<Body of Assignment>>
(Intuit, 2003)

<<References Section (at end of paper)>>
Intuit, Corporation (2003), "Intuit Developer Network", http://www.developer.intuit.com/ , Accessed: 26 November

15. PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: www.student.mq.edu.au/plagiarism

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

16. STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at www.student.mq.edu.au