

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

Unit code: MKTG 804  
Unit Name: E-Business Marketing

First Semester, 2011

*Department of Marketing & Management*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
DEPARTMENT OF BUSINESS**

**UNIT OUTLINE**

|                           |  |
|---------------------------|--|
| <b>Year and Semester:</b> | 2011, Semester One   |
| <b>Unit Convenor:</b>     | Dr. Hamin  |
| <b>Prerequisites:</b>     | MKTG696 or admission to MCom or MIB or MEc or MActPrac prior to 2011 |
| <b>Credit points:</b>     | 4 points   |

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the Convenor of the unit.

**ABOUT THIS UNIT**

*MKGT804 E-Business Marketing* is a postgraduate Business Management course offered at Macquarie University, in Semester One, 2011.

The purpose of E-Business Marketing 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 21st century marketers, based around marketing orientation as both customer value creation using CMEs, and viewing marketing as a set of information flows using new and emerging electronic business technologies.

*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 may wish to focus solely on the E-Commerce areas.

**TEACHING STAFF**

|                  |   |
|------------------|---|
| <b>Lecturer:</b> | Mr. John Edwards  |
| Email:           | <a href="mailto:jcpedwards@optusnet.com.au">jcpedwards@optusnet.com.au</a> (preferred method) |
| Phone:           | 0417 066 068  |
| Linkedin:        | <a href="http://au.linkedin.com/in/jcpedwards">http://au.linkedin.com/in/jcpedwards</a>       |

## CONSULTATION TIMES

Consultation Hours: Friday 12pm – 2pm (After Class)

Please email or call me if there are any questions you may have at any time.

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

Class Structure: 13 x 3 hour classes, mainly 1 x 1 ½ hour lecture and 1 ½ hours for Seminar Topic presentations and discussions.

The timetable for classes can be found on the University web site at:

<http://www.timetables.mq.edu.au/>

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed Text

None.

### Recommended texts, articles, publications, etc,

There is no Textbook but a *Book of Readings* has been developed for this Unit and is set up as Hyperlinks within the Readings area of the Unit in Blackboard MKTG804.

In addition to the *Book of 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. 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*, *Australian Financial Review*, and *Business Week* have special IT sections, every week.

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 / MKTG804

### TECHNOLOGY USED AND REQUIRED

The Technology the students will be using in this course includes:

- Use of a PC and laptop when presenting in class (students can bring in their own laptop or use the PC in the class)
- Software: Access to Blackboard for content and iLectures
- The Final exam will be conducted online using the PC's in the MQ labs.

### UNIT WEB PAGE

- The web page for this unit can be found at: <http://learn.mq.edu.au>

### LEARNING OUTCOMES

The learning outcomes of this unit are that on successful completion of E-Business Marketing, students should be able to:

1. Understand the concepts and approaches to E-Business 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 the development of infrastructure that contributes to current and emerging E-Marketing frameworks, models and philosophy – for both developed and emerging countries
4. Understand the new marketing philosophies and practice in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds
5. Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

### GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability numbers 1, 2, 4, 5 and 6 below (italicised).

1. *Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).*
2. *Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.*
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. *Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.*

5. *Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.*
6. *Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company's chances of achieving a sustainable competitive advantage.*

In addition to the discipline based learning objectives above, Macquarie University also seeks to develop the following 6 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world. This unit contributes to this learning by helping student develop generic skills number 2, 3, 4 and 5 below (italicised).

### **Cognitive Capabilities**

1. **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.
2. *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.*
3. **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.*

### **Interpersonal and Personal Dispositions**

4. *Effective Communication*  
*Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.*
5. *Engaged and Responsible, Active and Ethical Citizens*  
*Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues*
6. **Capable of Professional and Personal Judgment and Initiative**  
Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

## TEACHING AND LEARNING STRATEGY

### How this unit is taught:

- Reading the learning materials (both lecture material and the Book of Readings)
- Class discussions with the Lecturer and other students
  - Student discussion and participation of weekly Seminar Topics is encouraged and emphasised in all classes and on the discussion board in Blackboard.
- Project work:
  - Developing an E-Business Marketing Plan
- Completing and passing a Final exam

**Blackboard** is the key 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/lecturer will be conducted both in a “face-to-face classroom setting”, and through Blackboard. This includes:
  - Posting messages, both public and private (MAIL)
  - Posting comments/discussion items (DISCUSSION ROOMS)
  - Accessing and printing lecture material (PRINTING OFF NOTES)
  - Submitting Case studies and Assignments (ASSIGNMENTS)
  - Conducting Quizzes and the Final Exam (QUIZ)
  - Accessing Grades and Marks (MY GRADE)
- The Convenor will use the i-Lecture application for all Lectures which are posted on Blackboard each week.

### For this unit you should allocate time for:

- reading the materials as specified in the Course Schedule
- engaging with the learning materials
- working on the weekly seminar topics and discussion questions
- working and collaborating on your *E-Business Marketing Plan*
- studying for your Final Exam

### The List of Topics Covered in *E-Business Marketing* include:

- E-Marketing Landscape: Past, present, Future
  - Converged Digital Media Platforms
  - Web 2.0
- E-Marketing Strategy and E-Business Models
- Consumer Behaviour Online
- Developing and Delivering Goods and Services online
- Building “Online Presence” Through Branding and Customer Interface
- The Web – New Channels, New Worlds
- E-Marketing Information Management- Market Information
  - Online Market Research
- E-Marketing Information Management- Customer Information

- One-to-One Marketing
- Database/Interactive Marketing
- CRM, Analytics
- E-Marketing Information Management- Communications, Advertising and Conversations
  - Mainstream and Social Media
  - Search-Engine Marketing/Optimisation
  - Word-of-Mouth/Viral Marketing
- B2B E-Marketing
- E-Marketing Ethical and Legal Issues
- Emerging E-Marketing Technologies and Issues

### MKTG804 E-Business Marketing Schedule – Semester One 2011

| WEEK NO./ DATE          | LECTURE TOPIC  | READINGS |
|-------------------------|--|----------|
| <b>Week 1</b><br>25 Feb | <b>Unit Overview</b><br><br><b>E-Business Marketing: Past, Present and Future</b> <ul style="list-style-type: none"> <li>● Converged Digital Media Platforms</li> <li>● Web 2.0</li> </ul>   | No. 1    |
| <b>Week 2</b><br>4 Mar  | <b>E-Marketing Strategy and E-Business Models</b>  | No. 2    |
| <b>Week 3</b><br>11 Mar | <b>E-Marketing Strategy I:</b> <ul style="list-style-type: none"> <li>● Living in a Mobile world</li> </ul>  |          |
| <b>Week 4</b><br>18 Mar | <b>E-Marketing Strategy II: Developing and Delivering Goods and Services Online</b> <ul style="list-style-type: none"> <li>● Service-Dominant Logic (SDL) Marketing</li> <li>● Assessing Value of Online Goods and Services</li> </ul> | No. 4    |
| <b>Week 5</b><br>25 Mar | <b>E-Marketing Strategy III: Building “Online Presence” Through Branding And Customer Interface</b>  | No. 5    |
| <b>Week 6</b><br>1 Apr  | <b>E-Marketing Management:</b><br>The Web, New Channels, New Worlds  | No. 6    |
| <b>Week 7</b><br>8 Apr  | <b>E-Marketing Information Management I: Market Information</b> <ul style="list-style-type: none"> <li>● Online Market Research tools and applications</li> </ul>  | No. 7    |
|                         | 15 and 22 April = NO CLASSES   |          |
| <b>Week 8</b><br>29 Apr | <b>E-Marketing Information Management II: Customer Information</b> <ul style="list-style-type: none"> <li>● One-to-One Marketing</li> <li>● Database/Interactive Marketing</li> <li>● CRM, Analytics</li> </ul>                        | No. 8    |
| <b>Week 9</b><br>6 May  | <b>E-Marketing Information Management II: Communications, Advertising and Conversations</b> <ul style="list-style-type: none"> <li>● Social Media</li> </ul>   | No. 9    |

|                          |  |        |
|--------------------------|--|--------|
| <b>Week 10</b><br>13 May | <b>E-Marketing Information Management II: Communications, Advertising and Conversations (cont)</b> <ul style="list-style-type: none"> <li>• Online Advertising</li> <li>• Search Engine Marketing and Optimisation</li> <li>• Viral Marketing</li> </ul> | No. 10 |
| <b>Week 11</b><br>20 May | <b>B2B E-Marketing</b>   | No. 11 |
| <b>Week 12</b><br>27 May | <b>E-Marketing Ethical and Legal issues:</b> <ul style="list-style-type: none"> <li>• Privacy, Copyright, DRM</li> </ul>   | No. 12 |
| <b>Week 13</b><br>3 June | <b>Course Review</b>   |        |

## RESEARCH AND PRACTICE

- This unit uses research from external sources (references)
  - International journal of internet marketing and advertising
  - Web marketing today
  - Internet Business News
  - International Journal of e-Business Management
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment of the course has the following components:

|   | <b>Assessment Task 1</b>   | <b>Assessment Task 2</b>  | <b>Assessment Task 3</b>          | <b>Total</b> |
|---|--|---|-----------------------------------|--------------|
| Title/Name  | Seminar Topic /Participation   | Project   | Final Exam                        |              |
| Description   | Your participation throughout the semester will be evaluated by the Lecturer   | Written report  | Closed Book exam, 3 hours, online |              |
| Due date  | Continuous   | Friday 20 May 2011  | Please check the exam timetable   |              |
| % Weighting   | 20%  | 30%   | 50%                               |              |
| Grading method<br>- marking criteria/ standards<br>- expectations in relation to presentation<br>- referencing requirements | Meaningful contributions during class time<br>Presentation of seminar topics<br>Punctuality<br>Professional conduct and behaviour<br>Attendance in Class | Topic Coverage<br>Research component<br>Analysis<br>Strategy and Recommendations<br>Report Presentation style | Essay type questions              |              |
| Submission method   | In Class   | Report to be submitted online   | On Campus                         |              |
| Feedback  | Mark   | Mark and Comments   | Mark                              |              |
| Estimated student workload  | 20 hours   | 30 Hours  | 50 Hours                          | 100 hours    |
| <b>Learning outcomes assessed</b>   |  |   |                                   |              |



|   | Assessment Task 1 | Assessment Task 2 | Assessment Task 3 | Total       |
|---|-------------------|-------------------|-------------------|-------------|
| Understand the concepts and approaches to E-Business Marketing based on marketing within and using Computer-Mediated Environments (CME's)                                       | 5                 | 5                 | 5                 | 15          |
| Understand contemporary and emerging skills and capabilities required for Marketing in the digital age.   |                   | 5                 | 5                 | 10          |
| Understand the development of infrastructure that contributes to current and emerging E-Marketing frameworks, models and philosophy – for both developed and emerging countries |                   |                   | 10                | 10          |
| Understand the new marketing philosophies and practice in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds         |                   | 5                 | 5                 | 10          |
| Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.   | 5                 |                   | 5                 | 10          |
| <b>Graduate capabilities assessed</b>   |                   |                   |                   |             |
| Critical, Analytical and Integrative Thinking   |                   | 5                 | 5                 | 10          |
| Research and Problem Solving Capability   |                   | 5                 | 5                 | 10          |
| Effective Communication   | 5                 | 5                 | 5                 | 15          |
| Engaged and Responsible, Active and Ethical Citizens  | 5                 |                   | 5                 | 10          |
| <b>TOTAL</b>  | <b>20%</b>        | <b>30%</b>        | <b>50%</b>        | <b>100%</b> |

- Any request for extension of projects and assignments need to be emailed to the Lecturer *before* they are due.

- Assignments submitted late will attract a penalty of five marks deducted for each day after the due date. Except in the case where the assignment is accompanied by a doctor's medical certificate.
- A minimum mandatory 80% attendance at lectures is a prerequisite to passing this course.
- Late submissions will result in 10% per day penalties.

## **Examinations**

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 3 hour "online" final examination for this unit will be held during the University Examination period.

The University Examination period in First Half 2011 is from 6 June 2011 to 24 June 2011.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

The University Examination period in First Half Year 2011 is from 6 to 24 June.

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

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. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

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>

## **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:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## **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.businessandconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals)

## **SPECIAL CONSIDERATION**

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 special consideration 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: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

### **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>.

### **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.