MKTG804
E-Business Marketing
Session 3, 2012
MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE

Year and Semester: 2012, Session Three

Unit Convenor: Mr John Edwards

Prerequisites: MKTG696 or admission to MCom or MintBus or MEc or MActPrac prior to 2011
Refer to the 2012 Handbook

Credit points: 4 points

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

ABOUT THIS UNIT

*MKG804 E-Business Marketing* is a postgraduate Business Management course offered online at Macquarie University, in Session Three, 2012.

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.

*MKG804 E-Business Marketing* is a 4 point credit subject, included in the Master of International Business; MCom Business, and MCom Marketing Degree Programs.

TEACHING STAFF

Convenor / Lecturer: John Edwards
Email: john.edwards@mq.edu.au
CONTACTING STAFF

Your Lecturer is available for regular consultation either through iLearn (using the discussion room facility) or by email, depending on the nature of the correspondence.

Please email the Lecturer if there are any questions you may have at any time.

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

CLASSES

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

- When studying on-line, your iPad or laptop or PC is the classroom
- iLearn is the e-learning platform where,
  - you will interact and liaise with the Lecturer and other students
  - your assessment tasks will be completed and submitted on-line
  - you conduct your final exam

A live online class in held every week. Further details are posted on iLearn.

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

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text
There is no prescribed textbook for this course.

Reading List
Reading materials, which includes the latest articles, are posted in the Weekly topic areas of the MKTG804 iLearn site.

Recommended Texts
In addition 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 many online industry journals and websites covering the latest developments in electronic marketing and electronic commerce.
TECHNOLOGY USED AND REQUIRED

This unit:

- Uses iLearn each week
- Uses e-Learning software to conduct the weekly “live” online classes
- Uses ‘normal’ software that is on your iPad, laptop (or is downloadable for free from the Web)
- Uses “normal” web applications, standard programs and videos

If you are experiencing difficulties, please contact the Lecturer.

UNIT WEB PAGE

The web page for this unit can be found at:
http://www.handbook.mq.edu.au/2012/Units/PGUnit/MKTG804

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

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

2. Understand contemporary and emerging skills and capabilities required for Marketing in the digital age.

2. Understand the new marketing philosophies and practices in areas such as E-Business Models, Website Design, Social Media, Mobile Marketing, Digital Media, Privacy and other legal areas

4. 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 No. 5 below (in bold).

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, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world. This unit contributes to this by developing the following graduate capabilities (in bold):

1. Discipline Specific Knowledge and Skills
2. Critical, Analytical and Integrative Thinking
3. Problem Solving and Research Capability
4. Creative and Innovative
5. Effective Communication
6. Engaged and Ethical Local and Global citizens
7. Socially and Environmentally Active and Responsible
8. Capable of Professional and Personal Judgement and Initiative
9. Commitment to Continuous Learning
TEACHING AND LEARNING STRATEGY

iLearn is the key e-learning platform for communication to students undertaking the online MKTG804 E-Business Marketing course. You access iLearn via the Macquarie University website and log in using your student ID and password.

The activities on iLearn include:

- Reading the learning materials (both lecture material, and articles)
- Participate in the online class discussions each week with the Lecturer and other students
- Assessment Items:
  - Case Study report and weekly seminar topic discussions.
  - Developing an E-Business Marketing Plan
  - Completing a Final exam
- Communication with Students/Lecturer will be conducted online through iLearn. This includes:
  - Posting messages
  - Posting comments in the web forums
  - Accessing lecture material, videos, articles
  - Submitting Assignments
  - Conducting the Final Exam
  - Accessing Grades and Marks

- A “live” online classroom is held each week. Details of the days and time will be forwarded to the students in Week 1.

- The Lecturer will post audio recordings on iLearn of all the weekly lecture topics for downloading and listening.

For this unit you should allocate time for:

- reading the materials as specified in the Course Schedule and posted on iLearn
- analysing and commenting on the weekly seminar topics in iLearn
- working on your E-Business Marketing project
- studying for your Final Exam

RESEARCH AND PRACTICE

- 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 unit has the following components:

### MKTG804 (S3/2012): Assessment Scheme

<table>
<thead>
<tr>
<th>Description</th>
<th>Individual Assignments (30%)</th>
<th>Individual Project (30%)</th>
<th>Final Exam (40%)</th>
<th>Total (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation and submission of a written case study report (15%), and discussion in the forums on a weekly basis (15%)</td>
<td>E-Business Marketing Plan – consisting of research, analysis, strategy and recommendations</td>
<td>Closed Book, online exam, 2 hours</td>
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<table>
<thead>
<tr>
<th>Due date</th>
<th></th>
<th></th>
<th>Please check the exam timetable for location and time.</th>
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</thead>
<tbody>
<tr>
<td>Case study report: 6 Jan 2013 6PM</td>
<td>27 January 2013 6PM. Upload onto iLearn</td>
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<tr>
<td>Discussions: On a Weekly Basis</td>
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<tr>
<th>Marking criteria/standards &amp; expectations</th>
<th>Marking criteria and Assessment criteria is posted on iLearn</th>
<th>Marking criteria and Assessment criteria is posted on iLearn</th>
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</thead>
<tbody>
<tr>
<td>Essay type questions assessing the understanding of content throughout the semester</td>
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<table>
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<tr>
<th>Submission method</th>
<th>Upload onto iLearn</th>
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<tbody>
<tr>
<td>Upload onto iLearn</td>
<td>n/a</td>
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</table>

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<tr>
<th>Feedback</th>
<th>Feedback is provided by a marketing sheet within 1 week of submission</th>
<th>Feedback is provided by a marketing sheet within 1 week of submission</th>
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<tbody>
<tr>
<td>n/a</td>
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| Estimated student workload | 30 hours | 30 hours | 40 hours | 100 hours |

| Learning outcomes assessed | Individual Assignments % | Individual Project % | Final Exam % | % |
|----------------------------|--------------------------|----------------------|---------------|
| Understand the concepts and approaches to E-Business Marketing | 5 | | 5 | 10 |
Understand contemporary and emerging skills and capabilities required for Marketing in the digital age. | 5 | 5 | 5 | 15
---|---|---|---|---
Understand the new marketing philosophies and practices in areas such as E-Business Models, Website Design, Social Media, Mobile Marketing, Digital | 5 | 5 | 5 | 15
Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and | 5 | 5 | 10
Graduate capabilities assessed | ---|---|---|---
Discipline Specific Knowledge and Skills | 5 | 5 | 10
Critical, Analytical and Integrative Thinking | 5 | 5 | 15
Creative and Innovative | ---|---|---|---
Effective Communication | 5 | 5 | 10
TOTAL | 30% | 30% | 40% | 100%

Please note:
- Any request for extension of the Case Study Report and Project needs to be emailed to the Lecturer before they are due.
- Assignments submitted late will attract a penalty of 5 marks deducted for each day after the due date. Except in the case where the assignment is accompanied by a doctor’s medical certificate.
- Students must achieve a passing grade or above in the final examination to pass the course.

Individual Assignments (30%)
A) Case Study Report (15%)
Students in Week 1 will be allocated a case study to research, analyse and to make recommendations.
The case study report (maximum 10 printed pages, 1.5 line- spaced and 12-point font) is to be completed on an individual basis.
Due Date: Friday 6 Jan 2013 6PM (AEST).
Further information about the case study report, including the marking guide, is available on iLearn.
B) **Seminar Topic Participation and Discussion (15%)**

Students are expected to be active and engaged learners, contributing fully to seminar topic sessions and online discussion forums. Students’ participation throughout the semester will be evaluated by the lecturer. Attendance itself does not generate any marks. To gain marks, a student is expected to make meaningful contributions on the iLearn discussion forums.

**E-Business Marketing Project (30%)**

The purpose of the E-Business Marketing project is to give students an opportunity to explore how some of the E-Business Marketing concepts introduced in this course can be applied in practice.

The Project (maximum 20 printed pages, 1.5 line- spaced and 12-point font) is to be completed on an individual basis.

**Due Date:** Friday 27 Jan 2013 6PM (AEST).

Further information about the project, including the marking guide, is available on iLearn.

**Final Examination (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.

Sydney living students will sit their online exam at Macquarie University at North Ryde.

Overseas living students will sit their online exam in the country of residence. They will be advised of their exam location, supervisor etc. by a separate email to their Macquarie University email address.

The University Examination period for Semester 3, 2012: 29 Jan - 1 Feb 2013.

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/](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 applying for Special Consideration. The University’s policy on special consideration process is available at:
If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

http://www.mq.edu.au/policy/docs/examination/policy.htm

**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

**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/policy.html

**STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Support Services. Details of these and other services for students 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 using 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 units 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.
### MKTG804 E-Business Marketing (S3/2012) Weekly Schedule

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Date (w/c)</th>
<th>Topics</th>
<th>Seminar Topic</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10 Dec 12</td>
<td>Digital Marketing Landscape / E-Business Models / E-Business Marketing Planning</td>
<td>Refer to iLearn</td>
<td>Refer to iLearn</td>
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<tr>
<td>2</td>
<td>17 Dec-12</td>
<td>Consumer Behaviour Online / Website Design and analytics / Branding Online</td>
<td>Refer to iLearn</td>
<td>Refer to iLearn</td>
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<tr>
<td>3</td>
<td>24 Dec-12</td>
<td>Session 3 Recess</td>
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<tr>
<td>4</td>
<td>31-Dec-12</td>
<td>Session 3 Recess</td>
<td></td>
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<tr>
<td>5</td>
<td>7 Jan-13</td>
<td>Social Media</td>
<td>Refer to iLearn</td>
<td>Refer to iLearn</td>
</tr>
<tr>
<td>6</td>
<td>14-Jan-13</td>
<td>Mobile Marketing</td>
<td>Refer to iLearn</td>
<td>Refer to iLearn</td>
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<tr>
<td>7</td>
<td>21-Jan-13</td>
<td>Digital Media</td>
<td>Refer to iLearn</td>
<td>Refer to iLearn</td>
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<tr>
<td>8</td>
<td>28-Jan-13</td>
<td>Public Holiday – Australia Day</td>
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<tr>
<td></td>
<td>29-Jan-13</td>
<td>Session 3 exam week</td>
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<tr>
<td></td>
<td>15-Feb-13</td>
<td>Session 3 final results released</td>
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</table>

- Project due 27 Jan 2013
- Case study report due 6 Jan 2013
- Seminar Topic: Refer to iLearn
- Materials: Refer to iLearn