MKTG804
E-Business Marketing
Semester 1, 2012

Department of Marketing and Management
MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE

Year and Semester: 2012, Semester One
Unit Convenor: Dr. LayPeng Tan
Prerequisites: MKTG696 or admission to MCom or MintBus or MEc or MAcPrac prior to 2011
Credit points: 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

MKG804 E-Business Marketing is a postgraduate Business Management course offered at Macquarie University, in Semester One, 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: LayPeng Tan
Email: laypeng.tan@mq.edu.au
Phone: 02 – 9850 8505

CONTACTING STAFF

• Consultation Hours: Wednesday 3.00pm-5.00pm, E4A 453 (level 4)
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 consultations by email. You may, however, phone staff during their consultation hours.

- Other ways of contacting staff
  You are also encouraged to post your questions via the iLearn discussion forum.

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

### CLASSES

- There are 3 hours of classes each week. These are run as a seminar and will consist of lectures and presentations.
- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)
- Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week.
- Attendance will be taken in class.
- **Warning:** You MUST attend 11 of the 13 seminars. Failure to do so will lead to a major deduction in your overall marks.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. Work-related reasons are not accepted for your absence.
- You are expected to arrive on time and not to leave until the class ends.

### REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

**Prescribed Text**


This text can be purchased from the Macquarie University Co-op Bookshop

**Reading List**

A list of supplementary readings will be provided via iLearn. Students are required to obtain those articles by going to Macquarie Library and accessing the relevant online journals.

**Recommended texts etc.**

In addition to the required readings, students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Other recommended texts include:


**TECHNOLOGY USED AND REQUIRED**

- Use of a PC or laptop
- Software: Word processing, PowerPoint and access to iLearn for course materials

**UNIT WEB PAGE**

Course materials, including lecture notes, list of supplementary readings and course-related announcements, are available on the learning management system (iLearn) at [https://ilearn.mq.edu.au](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.
3. Understand the new marketing philosophies and practices in areas such as Online Advertising, Search-Engine Marketing, Collaborative and Social Media
4. Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

**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 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**

The unit is delivered in seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions. Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of seminar sessions, participate in classes and online discussion forum, be prepared to work in small groups and discuss the materials assigned each week. The weekly topics and key activities appear on the final page of this unit outline.

The lecture notes will be posted on iLearn at [https://ilearn.mq.edu.au](https://ilearn.mq.edu.au) on a weekly basis. The recording (video or tape) of lectures/seminars is *not* permitted.

**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 (S1/2012): Assessment Scheme

<table>
<thead>
<tr>
<th></th>
<th>Individual Assignments (25%)</th>
<th>Group Report (30%)</th>
<th>Class Test (10%)</th>
<th>Final Exam (35%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Individual assignments include: Seminar paper (15%) and discussion leadership (5%) based on a randomly assigned topic. Participation in seminars and online discussion forums throughout the semester (5%)</td>
<td>This project is made up of presentation (10%) and write-up (20%). Presentation is for 10 minutes followed by 5 minutes of class questions.</td>
<td>This class test is 40 minutes. 40 Multiple choice questions based on all material covered in Week 1 to 3.</td>
<td>3 hours, closed-book exam during the exam period. Multiple choice and written answers.</td>
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<tr>
<td>Due date</td>
<td>Students-led seminar discussions will be on Week 7, 8, 9, 10, 11 and 12. Written seminar papers are to be uploaded to iLearn 7 days prior to assigned seminar date, and will be made available to all participants.</td>
<td>Presentation: Week 6 (5-April) All groups must be ready to present. Written Plan: Week 12 (31-May) Hardcopy to be submitted in class. Electronic submission via iLearn by 1pm, 31-May-2012.</td>
<td>Week 4 at the start of the class. Please be seated 5 minute before class.</td>
<td>Please check the exam timetable for location and time.</td>
</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Assessment criteria will be provided in Week 2.</td>
<td>Assessment criteria will be provided in Week 2.</td>
<td>This is an early-warning test to see if you have been studying.</td>
<td>n/a</td>
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<tr>
<td>Submission method</td>
<td>In-class &amp; online iLearn submission</td>
<td>In-class &amp; online iLearn submission</td>
<td>In class</td>
<td>n/a</td>
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<tr>
<td>Feedback (type, method, date)</td>
<td>Feedback will be given two weeks from the assigned seminar date.</td>
<td>Feedback will be given before the final examination.</td>
<td>Feedback will be given in class, after the mid-semester break</td>
<td>n/a</td>
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<tr>
<td>Estimated student workload (hours)</td>
<td>25 hours</td>
<td>30 hours</td>
<td>10 hours</td>
<td>35 hours</td>
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<tr>
<td>Learning outcomes assessed</td>
<td>Individual Assignments</td>
<td>Group Report</td>
<td>Class Test</td>
<td>Final Exam</td>
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<tr>
<td>Understand the concepts and approaches to E-Business Marketing</td>
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<tr>
<td>Explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.</td>
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<tr>
<td>Graduate capabilities assessed</td>
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<tr>
<td>Discipline Specific Knowledge and Skills</td>
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<td>Effective Communication</td>
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<td><strong>TOTAL</strong></td>
<td><strong>25%</strong></td>
<td><strong>30%</strong></td>
<td><strong>10%</strong></td>
<td><strong>35%</strong></td>
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Please note:

1. Late submission of any written assignments will result in 10% per day penalties.
2. Students who are absent or do not participate in the group / individual presentation will get 0% automatically.
3. Extensions for written assignments will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work commitments. Written requests for extensions must be made to the unit convenor prior to the due date.
4. Students must attend at least 11 seminars to be allowed to take the final examination.
5. Students must achieve a passing grade or above in the final examination to pass the course.

**Individual Assignments (25%)**

A) Seminar Paper (15%) and Discussion Leadership (5%)

B) Seminar Participation (5%)

**Seminar paper and discussion leadership:** Students will be randomly assigned a seminar topic in Week 2. The seminar paper (maximum 10 printed pages, 1.5 line-spaced and 12-point font) is to be completed on an individual basis. The seminar paper will cover a comprehensive review of the topic literature and its relevance to current e-marketing issues facing business. The seminar papers are to be uploaded to iLearn and made available to all participants in this unit 7 days prior to the assigned seminar discussion. It is expected that all participants of this unit will have read the seminar papers prior to attending the classes and will be contributing to the discussion.

Students-led seminar discussions will take place in Week 6 (Topic 1), Week 7 (Topic 2), Week 8 (Topic 3) and so on (Please see weekly schedule). Students whom have been assigned the topic will resume the roles of seminar leaders.

Further information about the seminar paper / discussion will be provided in class (Week-2). The marking guides for these assessment tasks will be available on iLearn.

**Seminar participation:** Students are expected to be active and engaged learners, contributing fully to seminar 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 during class time and on iLearn discussion forums. Professional conduct and behaviour in class / online will also be taken into consideration.

**Group Report (30%)**

The major group project has two components, a project update (Presentation – 10%) and a final written plan (20%). The task is to prepare an E-Marketing Plan (EMP) for a given brand or a brand of your choice (to be approved by unit convenor). To undertake this task students are required to work in a group consisting of 4 to 5 members. Further
information about the group project will be provided in class (Week-2). The marking
guides for these assessment tasks will be available on iLearn. A peer review will be
conducted at the completion of this project, the result of which will help to determine
individual scores for the group project.

Class Test (10%)
This is an in-class test in Week 4 that covers all the materials in the first three weeks.
Students may only sit for this test once. Failure to sit for the class test will result in a
zero grade for this assessment. Students who fail this class test will be counselled as
an early warning that they have to work harder in this course.

Final Examinations (35%)
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 closed-book final examination for this unit will be held during the University
Examination period.

The University Examination period for Semester 1, 2012: 12-June to 29-June 2012.

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 applying for Special Consideration. The University’s policy on special
consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Faculties may wish to signal when the Faculties’
Supplementary Exams 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

**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 (S1/2012) Weekly Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Thursday</th>
<th>Seminar Topics</th>
<th>Key Activities</th>
<th>Textbook</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Part 1: E-Marketing in Context</td>
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<tr>
<td>1</td>
<td>1-Mar-12</td>
<td>Unit Overview</td>
<td>Ice-Breaker</td>
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<td></td>
<td></td>
<td>E-Business Marketing: Past, Present, Future</td>
<td></td>
<td>Ch1</td>
</tr>
<tr>
<td>2</td>
<td>8-Mar-12</td>
<td>Strategic E-Marketing and E-Business Models</td>
<td>Group Project</td>
<td>Ch2, 3</td>
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<td></td>
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<td>Part 2: E-Marketing Environment</td>
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<tr>
<td>3</td>
<td>15-Mar-12</td>
<td>E-Marketing Environments</td>
<td>Class Discussion</td>
<td>Ch4, 5</td>
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<tr>
<td>4</td>
<td>22-Mar-12</td>
<td>Understanding the E-Consumers</td>
<td>Class Test</td>
<td>Ch6, 7, 8</td>
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<td>Part 3: E-Marketing Strategy &amp; Management</td>
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<td>5</td>
<td>29-Mar-12</td>
<td>Product Strategy</td>
<td>Class Discussion</td>
<td>Ch9</td>
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<td>6</td>
<td>5-Apr-12</td>
<td>Project Update</td>
<td>Group Project Presentations</td>
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<td>Part 4: E-Marketing Issues</td>
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<td>7</td>
<td>26-Apr-12</td>
<td>Pricing Strategy</td>
<td>Students-led seminar discussion (1)</td>
<td>Ch10</td>
</tr>
<tr>
<td>8</td>
<td>3-May-12</td>
<td>Distribution Strategy</td>
<td>Students-led seminar discussion (2)</td>
<td>Ch11</td>
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<tr>
<td>9</td>
<td>10-May-12</td>
<td>Communications Strategy</td>
<td>Students-led seminar discussion (3)</td>
<td>Ch12, Ch14, Ch15</td>
</tr>
<tr>
<td>10</td>
<td>17-May-12</td>
<td>Communications Strategy (II)</td>
<td>Students-led seminar discussion (4)</td>
<td>Ch13</td>
</tr>
<tr>
<td>11</td>
<td>24-May-12</td>
<td>Social Technologies</td>
<td>Students-led seminar discussion (5)</td>
<td>Supplementary Readings</td>
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<td>Part 5: Course Review</td>
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<tr>
<td>12</td>
<td>31-May-12</td>
<td>Contemporary and Emerging Issues</td>
<td>Students-led seminar discussion (6)</td>
<td>Supplementary Readings</td>
</tr>
<tr>
<td>13</td>
<td>7-Jun-12</td>
<td>Revision and Conclusion</td>
<td>Briefing on Final Examination</td>
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</tbody>
</table>

*Please note that the weekly schedule and content may be subjected to modifications as the semester progresses. Please refer to iLearn for the reading list.