



**College of Commerce
Division of Economic and Financial Studies
Business Department**

**MKTG306:
ELECTRONIC COMMERCE -
MARKETING CHANNELS
DECISIONS**

**Unit Outline
Autumn 2004**

**MACQUARIE UNIVERSITY
MKTG306 - ELECTRONIC COMMERCE:
MARKETING CHANNELS DECISIONS**

SEMESTER 2 2004, THURSDAY 12:00-3:00pm

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Office Hours: Tuesday 1 pm – 2 pm, or by Appointment

COURSE OBJECTIVES and LEARNING OUTCOMES:

E-commerce is revolutionising the economic, social, political, legal, and ethics dimensions of the business environments within which managers operate. This course provides a comprehensive framework for understanding these changes as they relate to marketing. Through a combination of lectures, guest speakers from business organisations, and group case study discussions, this course provides participants with:

1. conceptual frameworks for understanding e-marketing
2. an analytical and strategic approach to the analysis of business problems and marketing challenges introduced by the e-commerce environment
3. skills in verbal & written communication, interpersonal, project management, research and decision-making skills

Required Textbook:

Strauss, J. , El-Ansary, A & Frost, R. 2004. E-Marketing 3rd. Edition. Prentice Hall.

Strauss, J. , El-Ansary, A & Frost, R (2004) is the textbook for this class. **However, lecture and case study materials have been compiled from numerous sources, and attendance at lectures is ESSENTIAL!** Students are expected to keep up to date with current news about e-marketing and e-business issues. For example, the Tuesday *Australian* and *Sydney Morning Herald* have special IT sections with relevant issues. There are also many online e-business information & news websites.

ASSESSMENTS

a) 3-Hour + 10-minutes reading time Final Examination 50% (closed book, held in the formal Exam period) The exam covers ALL course materials (assigned readings, lectures, guest speakers, tutorials, videos, etc). The format will be advised in advance. **Please Note: you must obtain a passing grade in the final exam in order to pass this unit.**

b) Individual e-marketing on Internet & short Class Presentation 10% (throughout the semester, 10 minutes duration)

Throughout the semester in any lecture, students will search the internet for interesting and relevant websites that: relate to, demonstrate, or fail to demonstrate any e-marketing concepts dealing with any of the lecture topics presented. In a short 5-10 minute presentation in the lecture, students will show the website (using the computer in class and logging onto the Internet) and demonstrate the points they wish to make. For example, a week after the lecture on CRM, a student may wish to find one website that demonstrates superior eCRM, and another that demonstrates poor eCRM, and briefly critique both. A one-page summary of the key points presented & website addresses must be

submitted to me. **Students intended to present MUST notify me of their intentions to present one (1) week in advance.**

**c) **Group Research Report 30% (3000 words in length; due in Week 12)
& Class Presentation 10% (10-15 minutes class presentation and questions in Week 12).**
Topics provided elsewhere in this course outline.

[NOTE: for both group research report & presentation assessments, group size will depend on total student enrolments in MKTG306]**

Presentations will be assessed on the following criteria:

- a) Content: will be given a single group mark of 10% & assessed on critical analysis of readings, synthesis/integration of materials, clarity of argument, understanding of materials, explanation, quality & acknowledgment of other references, & conclusions.
- b) Presentation style: coherent communication of concepts, use of visuals, pace, liveliness, timing.
- c) Discussion/Class interaction: involvement of the class, use of discussion & other class interaction methods.

The following presentation marking scheme is offered as a guide to allow you to effectively formulate and direct your preparation. (Copy of the form used by your lecturer to evaluate your presentation is attached towards the end.)

- **Background research** - interview material and relevant secondary data such as statistical material, journal articles and other sourced material. NB: You are expected to use **several** sources of information and **NOT** just your textbook and lecture notes. **30%**
- **Critical Analysis** - including appraisal of the nature and scope of the central issues (i.e. addressing and answering the question asked); the relevant application of consumer behaviour theory; a logical presentation flow and a conclusion providing an overview and/or solution to the problem/issue being presented. **40%**
- **Presentation skill** - including personal presentation styles; use of visual aids and other materials. Eg. handouts; level of creativity and the ability to stimulate class participation, interest and involvement. **30%**

(4) Group Research Project (30%)

The assignment should be 2500-3000 words excluding Executive Summary, appendices and references (**marks will be deducted for excessive length**).

Note: Submit to your Lecturer a brief proposal (i.e. no more than ½ page) you intend to explore by the end of Week 5. You cannot commence the project until it has been approved. **Make sure your proposal includes the topic AND a brief comment on why you believe the aspect(s) you have chosen are likely to contribute to this subject. i.e. make some connection between the category and the e-marketing issue(s).** After your proposal has been accepted, it cannot be changed without approval from your lecturer or tutor. In evaluating the individual contributions of group members you will also be required to sign a declaration that this work is *entirely the original work of group members*. Note the statement below on plagiarism. The report will be marked on the following basis (See attached form for marks sheet):

- Degree of relevance of the issue(s) to consumer behaviour.
- Clarity and depth of the explanations and analysis.
- Logical and consolidated structure of argument.
- Breadth of research and quality of source material. This is a **research** assignment and you are expected to draw on a range of sources relating to your chosen market.
- Insight with regards to determining marketing implications.
- Written expression - concise, straightforward, easy to read, interesting and *grammatically* correct.
- Correct referencing, lack of typos' and spelling errors, a **correctly formatted** bibliography and table of contents.

The report should be presented in a way that assists the reader i.e. copy not cramped, 1.5 spacing between lines, generous margins and with sub-headings.

Important Notes:

This is an e-marketing paper and **NOT** a paper on strategy development. Therefore your paper should discuss the relevant consumer behaviour issues rather than focus on marketing strategy. Furthermore, you are expected to research publications and other sources on the market of your chosen category **AS WELL AS** the concepts/theory of e-marketing aspects that apply. Your discussion of the latter should reflect the use of a range of texts and any relevant **academic** journal articles that you can access. Use the list of additional references and resources included in this course outline as a starting point. *You are **not** expected to conduct any primary research.* Marks **will be deducted** for a lack of reference citation or poor referencing.

IMPORTANT NOTE FOR ALL CLASS PRESENTATIONS:

If you require equipment for your presentations such as a video or data projector, **YOU MUST ADVISE THE TUTOR AT LEAST ONE WEEK PRIOR TO YOUR PRESENTATION.** A lack of notification means its availability cannot be guaranteed.

PRESENTATION OF WRITTEN ASSIGNMENTS:

With the exception of tutorial exercises, assignments must be typed on A4 paper and stapled in the top left hand corner. Fancy covers and plastic sheets are not required. Each assignment will have a cover sheet which shows:

- Subject number and title
- The assignment title
- Student number(s), name(s) and phone number(s)
- Tutorial day/time
- Assignment due date
- Lecturer's name

PENALTIES FOR LATE ASSIGNMENTS:

In the interests of fairness to all students, **late assignments will be penalised by up to a maximum of 50% of the awarded mark**, as determined by the tutor. Exceptions only apply to students who have been awarded Special Consideration (see note below). Applications for extension must be made **before** the submission date, and will only be granted in *exceptional* circumstances. A heavy study load and work commitments are regularly faced by many if not most students during the semester, and therefore will **NOT** be considered an "exceptional" circumstance.

Notes:

1. All group members must participate in the presentation, this will require the sort of coordination that comes from practicing together. Each group member is required to present to the class. This will be given an individual mark of 5%. All group members are to have an equal amount of time in which to present.
2. Reading materials will be placed in ERIC (C5C Room 234) for each of these study topics. They can also be accessed through the electronic databases on the library homepage. **It is expected that ALL students will have read the tutorial papers. Tutorial presentations are examinable material**, so everyone will be expected to have read the materials **before hand** and to come prepared to actively participate in the activities prepared by the presenting group.

Tutorial Discussion Topics & Readings Schedule will be handed out in second lecture

Special Consideration

You are expected to attend scheduled examinations with the other students completing this unit. If extraordinary circumstances prevent you from attending the scheduled examination or affect your performance in an examination, you may wish to lodge a request for special consideration.

Any such requests must be lodged on the appropriate form. If there are medical circumstances you wish to be taken into account when considering your request, the medical information must be lodged on the attached Professional Authority Form. **No other form of medical certificate will be recognised.**

Supplementary Examinations

The academic staff managing this unit may, **at their discretion**, decide that, in the light of the circumstances set out in a request for special consideration, the appropriate way to assess your performance in this unit is to invite you to sit a supplementary examination. *(It is not automatic that you will receive a supplementary examination if you have missed an examination due to medical reasons or misadventure. Students need to have an adequate performance in other assessment components to be considered for a supplementary examination.)*

Cheating and Plagiarism

Cheating and plagiarism are regarded as attempts to gain an unfair advantage over your fellow students and will not be tolerated. Please read the Plagiarism and Cheating document below which sets out the Division's policy in these matters.

Support Services for Overseas Students

The University Counselling and Health Services has appointed a counsellor specifically to assist students from overseas countries and those who speak English as their second language. She is particularly expert in assisting with difficulties which involve adjustment to University life or to Australian custom, personal difficulties or the skills of studying, of reading, learning and remembering, or organising and motivating study, or of facing the examinations. Much of the work with students is conducted on an individual basis in a confidential setting. However, each semester groups are conducted to assist students in study skills, stress management and preparation for returning to the home country.

THE DANGERS OF CHEATING AND PLAGIARISM AND HOW TO AVOID THEM

To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating also encompasses plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them.

WHAT IS CHEATING?

You will be guilty of cheating if you do any of the following:

1. Copy from another student during a test or examination. This is cheating whether or not there is collusion between the students involved. Collusion with another student who wishes to cheat from you exposes both parties to penalties under University Regulations.
2. Use or paraphrase the work of others, including any document, audio-visual or computer-based material, when preparing an assignment or writing an examination, and pretend it is your own work by not acknowledging where it came from.
3. Copy from another student's coursework whether that copying be with or without the knowledge of that student. This includes:
 - copying all or part of someone else's assignment
 - allowing someone else to copy all or part of your assignment
 - having someone else do all or part of an assignment for you
 - doing all or part of someone else's assignment for them.
4. Make up data and fabricate results in research assignments.
5. Impersonate someone else in an examination or test, or arrange such impersonation.
6. Use forbidden material in a test or examination, whether in printed or electronic form. For example, attempting to use a non-standard calculator in a restricted calculator examination.

WHY IS IT WRONG?

If you take and use the work of another person without clearly stating or acknowledging your source, you are falsely claiming that material as your own work and committing an act of plagiarism. This is wrong because:

- it violates the principle of intellectual and scholarly integrity.
- it devalues the grades and qualifications gained legitimately by other students.

PREVENTING CHEATING

All students and staff have a responsibility to prevent, discourage and report cheating. Typically students cheat because they are having difficulty with the unit content, the language of the unit, or both. Cheating and/or plagiarism can be a temptation when students are experiencing difficulty with a heavy workload in the unit and seek to save time by using others work.

To avoid having students resort to cheating, the University provides many services to help students with their course or to make thoughtful decisions about whether to continue. Within the Division of Economic and Financial Studies, students should first seek assistance from their tutor and/or lecturer. The University also offers help through the Dean of Students or the University Health and Counselling Services.

There is a difference between getting help and cheating. You are encouraged to get help if you need assistance to understand the material and any set work so that you are in a better position to create your own answers.

HOW TO PLAY SAFE

To maintain good academic practice, so that you may be given credit for your own efforts, and so that your own contribution can be properly appreciated and evaluated, you should acknowledge your sources and you should ALWAYS:

- (i) State clearly in the appropriate form where you found the material on which you have based your work, using the system of reference specified by the Division in which your assignment was set;
- (ii) Acknowledge the people whose concepts, experiments or results you have extracted, developed or summarised, even if you put these ideas into your own words;
- (iii) Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that you have thought about the material and understood it, but remember to state clearly where you found the ideas.

There is nothing wrong with working with other students in a group; indeed sometimes you will be encouraged to do so. But after a certain point, each student must work on their own to produce their own written answers. If no specific guidelines for group-work have been given, a reasonable interpretation is that it is acceptable for two or more students to discuss a problem among themselves or with a staff member. The group may then agree that the answer should include certain points. But then each member of the group must independently write their own answer to the problem.

PENALTIES

Students who are guilty of cheating and plagiarism will be penalised. Depending on the nature of the offence, the unit coordinator will determine the penalty. For example, extensive plagiarism may result in zero marks for an assignment. Repeat offences will be referred to the University Discipline Committee and may result in failure or exclusion from the university.

(This material has been compiled from the existing plagiarism documents of Macquarie University and University of Auckland.)

COURSE SCHEDULE

Week #/	LECTURE (12:00-14:0; E7B T2)	TUTORIAL (14:00-15:00; E7B 264)
1	Course administration, Intro. to e-marketing Reading: Strauss et al. Chap 1	Peer Introductions, Team formation for presentations & allocation of Tutorial topics
2	Internet as a distribution channel Readings: Strauss et al. Chap 12 Discuss <i>Individual</i> Assignment	Video
3	Online consumer behaviour Reading: Strauss et al. Chap 2, 7 E-database searching strategies.	Video
4	Online Market Research Reading: Strauss et al. Chap 3, 9	Video
5	Online Products & Pricing strategies Reading: Strauss Chap 4	Tutorial #1 Tutorial #2
6	Online promotion strategies & IMC Reading: Strauss et al. Chap 13 Discuss <i>Group</i> Assignment	Tutorial #3
9 – 26 April: Mid-semester break, no classes		
7	Security, & Consumer Privacy Issues Reading: Strauss et al. Chap 5 Individual Assignment Due	Tutorial #4 Tutorial #5
8	CRM & eCRM strategies Reading: Strauss et al. Chap 14	Tutorial #6
9	SCM & Disintermediation Reading: TBA	Tutorial #7 Tutorial #8
10	B2B Marketplaces for e-procurement Reading: TBA	Tutorial #9 Tutorial #10
11	The Internet for Distribution Reading: Strauss et al. Chap 12	Research Report Discussion
12	Research Reports Due & Class Presentations	Presentations continue
13	Final Exam Review	

RESEARCH REPORT TOPICS SEMESTER 1, 2004

Length: 2500-3000 words of main text (references extra)

Assessment Value: 30% of your final course grade.

Due Date: Week 12. Submit to the Lecturer at the start of the lecture.

Format: Your report must be type-written and double-spaced. It should be well-organised into major sections (such as: table of contents, executive summary, introduction, review of relevant theory and research literature, discussion of findings, conclusion, references & websites cited). Where relevant and useful to explain and support your arguments & ideas, graphs & tables of data, and descriptive flow diagrams should be used. Make sure you keep a photocopy of the report and copies of research work.

Students unsure about how to write up their project in a style that conforms to academic standards, must consult "Essay writing in Economics" by Prof. Rod O'Donnell. Copies are available in the Economics Reference Room. This is a particularly good guide for the appropriate ways to reference other researcher's work and how to write up bibliographies.

RESEARCH REPORT TOPICS

As soon as you decide on the topic, you should email me immediately because I will NOT allow too many students to research the same topic. In other words, the number of students researching each topic will be limited based on first-in, first-choice basis.

These are major research reports, and although it will be important for you to consult websites, it will be expected that a substantial element of your research material & content will be derived from searching the electronic databases in the library. Consequently, it is imperative that you attend the special library e-database searching presentation by the business librarians when they are held. You should also consider arranging to interview business managers etc within the companies you select for research.

Research Report Topic 1: Elements of Internet Marketing

Students choosing this option will become experts on one (1) of the following aspects of internet marketing listed below:

1. online advertising & promotional strategies
2. the use of the internet for branding purposes
3. vendor/partner/customer relationship management
4. channel conflict & conflict resolution
5. the use of chatrooms & virtual communities for strategic marketing purposes

PLEASE NOTE that you may select B2C or B2B industries. You may wish to select a single industry and discuss (compare & contrast) the strategies of a few rival companies within this industry; **OR** select 2 or 3 industries (with different features, e.g. PC software vs. physical beauty products) and discuss the topic in a comparative manner. Your research should include the following parts:

- 1) What does the existing research literature say about this specific marketing issue?
- 2) How have online & traditional companies addressed this issue? For traditional companies, what are the interrelationships between the online & offline?
- 3) How & why do the strategies & offerings of companies differ?
- 4) What is the future outlook?

Research Report Topic 2 – Industry Analysis of Internet Marketing Mix Strategies

You will report on how the web is transforming one (1) industry. Your industry analysis will include detailed assessment of how the internet is impacting the marketing mix (4Ps: pricing, product, promotion, distribution) and consumer and/or business buying behavior. Analyses should be done for both traditional ‘bricks & mortar’ and purely web-based companies. Your research should also indicate likely future outcome scenarios. PLEASE NOTE that you may select B2C or B2B industries. Your report might be conducted as follows:

1. Industry Overview
2. Pre-Internet Industry Characteristics – 4Ps & Buyer Behavior
3. Internet Industry Characteristics – 4Ps & Buyer Behavior
4. How have the roles of each of the 4Ps changed? Why?
5. Likely future marketing mix strategies

Research Topic 3: e-Customer Relationship Management

In this option, you will discuss how companies are using the internet for e-customer relationship management. You may select B2C or B2B industries. You may wish to select a single industry and discuss (compare & contrast) the strategies of a few rival companies within this industry; OR select 2 or 3 industries with different features (e.g. PC software vs. physical clothing) and discuss the topic in a comparative manner. Your research should include the following parts:

- What does the research literature say about CRM in general? Why has CRM become important, and what are some major ideas related to CRM?
- What are the differences between offline ‘traditional’ CRM and online e-CRM?
- Has the internet had a major impact on CRM practices among companies? Why/why not?
- Has online CRM been successful?
- What are the interrelationships between the online & offline CRM strategies?
- How & why do the CRM strategies of companies differ?
- What is the future outlook for e-CRM strategies?

Research Topic 4 – B2B Business Models & Supply Chain Management

An e-market maker (or Net market) is an online intermediary connecting buyers & sellers within a single vertical industry. You will report on how the web is impacting B2B buying behavior and transactions in 2 or 3 industries, emphasizing inter-industry comparisons as part of your analysis. Some B2B models and examples are (Please Note these examples are listed only to help you get started: you should find others also!):

- auctions & reverse auctions: TradeOut.com; FreeMarkets
- exchanges: Paper Exchange
- virtual distributors: Chemdex
- catalog aggregators: PlasticsNet

Your report might be conducted as follows:

- 1) What does the research literature say about pre-Internet industrial (B2B) buyer behaviour & marketplaces?
- 2) What does the research literature say about B2B Net Markets & changes in buyer behavior?
- 3) Background on your Case Study Industries - identifying the major players and their strategies.
- 4) What are the impacts of the internet for change in these industries?
- 5) Are there online & offline companies? How & why do their strategies differ?
- 6) Likely future scenarios

MACQUARIE UNIVERSITY

Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student's illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student's academic performance and will only be used to assess the student's request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar's staff.

Professional Use Only

Student's Name: _____ ID Number: _____

Date of Consultation: _____

Date/s of illness or misadventure: From: _____ To: _____

Please tick the box which best describes the student's illness or misadventure

In my opinion the effect of the illness or misadventure on the above day/s was (or will be):
Negligible () mild () moderate () severe ()

Was the student suffering from symptoms of the illness or misadventure on the date of the consultation?
Yes/No

Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

Name and Title: _____

Profession: _____ Provider Number: _____

Signature: _____ Phone number/s: _____

Stamp or seal of Professional Authority
(or attach letterhead)

MKTG306: ELECTRONIC COMMERCE - MARKETING CHANNELS DECISIONS

GROUP RESEARCH REPORT AND PRESENTATION SUBMISSION SHEET

TITLE : _____

STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group member will complete and turn in an evaluation of the group members. This evaluation will indicate the percentage of contribution of each group member to the group's over all performance. An evaluation will accompany each group presentation and the written research project report.

Group Number: _____

Date: _____

Student's Name: _____

Project Mark: _____

Student's name	% Participation

The average of the awarded percentages should equal 100%. Individual marks are calculated by multiplying paper grade by the percentage awarded by peers. For example, If Joe Blogg was awarded 90% for his contribution to the project and the group received 36 out of 40 points for the project, Joe's mark would be 32.4%. However no individual can exceed the maximum points for the project.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example 36 points). No student should receive zero unless they really did nothing to contribute to the completion of the project (Example, did not attend meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

In completing this form take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Cooperation with other team members
4. Quality of the individual's work

MARK SHEET FOR GROUP PRESENTATION

Date/Tutorial: _____

Group Number: _____

Topic: _____

	H	D	C	P	Z	
Clear objectives [NB: State them clearly on a slide]						No clear objectives
Topic covered in depth						Superficial
Logical argument						Hard to follow
Accurate presentation of factors						Questionable or inaccurate evidence
Critique of key concepts						Lack of key concepts
Leading of class discussion, quality of questions, etc.						Poor leading of class discussion (e.g. no questions prepared, questions do not lend to discussion, questions related poorly to core objectives)
Original and creative approach						Little evidence of originality
Media resources used well						Inadequate use of media resources
Superior overall presentation style (e.g. interesting, entertaining, engaging, appropriate length)						Poor presentation style (eg. uninteresting, all read, too long or too short)

Overall Grading: 70% weighting to content/30% to presentation skills

Mark/30: _____

Mark/10: _____

Comments:

MARK SHEET FOR GROUP PROJECT

Group members and Student number

Evaluation Criteria	Z	P	C	D	H
Degree of relevance of the issue(s) to the topic chosen					
Clarity and depth of the explanations and analysis.					
Logical structure and well consolidated argument. The latter is of key concern if a number of individuals are providing written contributions.					
Insight with regards to marketing implications.					
Breadth of research and quality of source material.					
Written expression – concise, straightforward, easy to read, interesting and <i>grammatically correct</i> .					
Correct referencing, lack of typing and spelling errors, <i>correctly</i> formatted bibliography and table of contents.					

Mark/30: _____



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