



College of Commerce  
Division of Economic and Financial Studies  
Business Department

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

### ***UNIT OUTLINE*** ***First Semester, 2005***

Thursdays 12-2pm, E5A119

Unit Convenor: Julian de Meyrick

Prerequisites: BBA101 or MKTG101; BBA203 and BBA213 or  
MKTG202 and MKTG203

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

Student Resource Centre  
Division of Economic & Financial Studies  
MACQUARIE UNIVERSITY



## ABOUT THIS UNIT

- Unit description (3 credit points)
- This unit introduces students to the areas of e-commerce, e-marketing and e-business. It covers concepts and frameworks in the areas of internet marketing, internet strategy development and internet marketing, implementation and practice.
- Unit rationale
- E-commerce is revolutionising the economic, social, political, legal and ethics dimensions of the business environment within which managers operate. This unit provides a comprehensive framework for understanding these changes as they relate to marketing. The structure of this unit enables participants to examine the relationships of internet with its macro and micro environments and develop the appropriate marketing strategy to optimise the value chain for sustain organisational performance.

## TEACHING STAFF

- Lecturer: Dr. Jo Rhodes
- Email: jorhodes44@yahoo.com
- Tel: 0404 070 556
- Consultation: by appointment via email or telephone

## CLASSES

- 13 classes (2 hours lecture, 1 hour tutorial)
- The timetable for classes can be found on the University web site at:
- <http://www.timetables.mq.edu.au/>
- Class attendance: minimum 80%

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Chaffey, D., Mayer, R., Johnston, K. & Ellis-Chadwick, F., (2003), Internet Marketing - strategy, implementation and practice, Second edition, Prentice Hall, New York

In addition to the information contained in the required text book, the lecture and case materials have been compiled from numerous sources and attendance at lectures is essential.

Other references

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

McKay, J., & Marshall, P. 2004. Strategic management of E Business. Wiley and Sons, Australia. Chapter 7 Transforming external relationships with suppliers

Chaffey, D., & Wood, S. 2005. Business Information Management

## LEARNING OUTCOMES

On completion of this unit, the participants will be able to:

1. Evaluate the relevance of the internet to the modern marketing concept
2. Distinguish between internet marketing, e-marketing, e-commerce and e-business
3. Identify the different elements of the micro-environment that impact on an organisation's internet marketing strategy
4. Identify the different elements of the macro-environment that impact on an organisation's internet marketing strategy
5. Discuss internet marketing strategy to marketing and business strategy
6. Discuss the influence of the internet on the marketing mix
7. Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
8. Discuss the design, implementation and delivery of effective web site content
9. Identify effective ways to execute interactive marketing communications
10. Discuss ways to maintain and monitor the effectiveness of online sites
11. Discuss strategies to optimise business-to consumer (B2C) internet marketing
12. Discuss strategies to optimise business-to consumer (B2C) internet marketing

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

*Self-awareness and interpersonal skills;*  
*Communication skills;*  
*Motivational skills;*  
*Conflict resolution skills;*  
*Critical analysis skills;*  
*Problem-solving skills;*  
*Leadership skills;*  
*Team building skills;*  
*Presentation skills;*  
*Research skills;*  
*Creative thinking skills.*

## TEACHING AND LEARNING STRATEGY

- This unit is conducted using lectures, tutorials and group and individual presentations.
- Students will participate in small groups and read in advance. Case analysis and research in current developments etc are all encouraged. Students are expected to keep up to date with current news about e-commerce, e-marketing and e-business. For example, the Tuesday Australian and Sydney Morning Herald have special IT sections with relevant issues. There are also many online e-business information and news websites.

## Course Schedule

Week	Lecture	Tutorial
1	Course Administration Introduction: Internet Marketing Reading: Chaffey et al. Chapter 1	Peer Introduction Team formation for presentations Allocation of tutorial topics
2	Internet – micro-environment Reading: Chaffey et al., Chapter 2	Video Tutorial presentation Ch. 2, Essay Q. 1 & 2 Case discussion: 1.1 Hamleys
3	Internet – macro-environment Reading: Chaffey et al. Chapter 3	Tutorial presentation Ch. 3, Essay Q. 2 & 4 Case discussion: 3.1 What went wrong with WAP?
4	Internet marketing strategy to marketing and business strategy Reading: Chaffey et al. Chapter 4	Tutorial presentation Ch. 4, Essay Q. 2 & 4 Case discussion: 4.1 Sandvik
5	The internet on marketing mix Reading: Chaffey et al. Chapter 5	Tutorial presentation Ch. 5, Essay Q. 1 & 3 Case discussion: 5.1 An end to free content?
6	Relationship marketing- eCRM Reading: Chaffey et al. Chapter 6  McKay, J., & Marshall, P. 2004. Strategic management of E Business. Wiley and Sons, Australia. Chapter 7 Transforming external relationships with suppliers	Tutorial presentation Ch. 6, Essay Q. 2 & 4 Case discussion: 6.1 Tools for implementing personalisation
7	Mid-term break – no class	
8	Mid-term break – no class	
9	Internet & service quality Reading: Chaffey et al. Chapter 7	Tutorial presentation Ch. 7, Essay Q. 2 & 4 Case discussion: 7.1 CommonTime relaunch web site to increase online sales
10	Interactive marketing communication & evaluation of internet marketing effectiveness Reading: Chaffey et al. Chapter 8 & 9	Tutorial presentation Ch. 8, Essay Q. 4 Ch. 9, Essay Q. 2 Case discussion: 9.1 Web analytics
11	B2C marketing Reading: Chaffey et al. Chapter 10	Tutorial presentation Ch. 10, Essay Q. 3 & 4 discussion: Ethics and legal issues:

		Chaffey, D., & Wood, S. 2005. Business Information Management. Chp 12
12	B2B marketing Reading: Chaffey et al. Chapter 11	Tutorial presentation Ch. 11, Essay Q. 3 & 4 Case discussion: 11.1 Vendorvillage.com – multifunctional web-based supply chain solution
13	Internet marketing – global perspective Reading: Strauses et al. Chapter 15 & 16	Tutorial presentation Ch. 15. <i>Essay Q. 10 &amp; 14*</i> Case discussion: 11.3 Cisco excels in pre-sales and after-sales service
14	Group project presentations	Group project presentations
15	Final exam. Review	

\*Week 13 – Tutorial Essay Questions:

Q.10. Do you agree with the observation that the global Internet will drive styles, taste, and products to converge and create a more homogenous global marketplace? Why or why not?

Q. 14. What responsibility do you think e-marketers should assume for helping to close the digital divide? Do you think consumers and governments should assume some responsibility as well? Explain your answers

#### RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Different styles of assessments are used in this course to reflect student's learning against the set objectives. Both cognitive knowledge and behavioural skills in relation to management in organisations are assessed.

#### Assessment

1. Individual class presentation in lecture re application of the websites (5-10 minutes – max. number of students in each week: 3-4 people) 10%
2. Group tutorial presentation 10%
2. Group research project – written submission (4-5 people/group)(week 12) 25%
3. Group research project presentation 5%
4. Final exam. 50%

A) 3 hour + 10 minute reading time Final examination 50% ( closed book, held in the formal Exam period) . The exam covers ALL course materials (assigned readings, lectures, , 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 web sites 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 a website that is a good demonstration of eCRM and one that shows poor eCrm, and briefly critique both. A one page summary of the key points presented & web site addresses must be submitted to me . **Students intending to present MUST Notify me of their intention to present one week in advance**

C) Group research reports 25% (2500 words in length: due in week 12) and group class presentation. Groups will give a 10-15 minute class presentation in week 12. Topics will be provided at session 1.

The marks for the group research reports will be awarded as follows (although the total mark is worth 25% of total marks it will be marked out of 100 as shown below and then weighted)

Back ground research: you are expected to use several sources not just the text book and lecture notes such as statistical material, journal articles (30%)

Critical analysis: you will be required to appraise the issues you talk about not merely describe them, organize ideas and analysis in a logical flow and make conclusions in which you suggest solutions and or provide an overview of the problem presented 50%

Presentation Skill: Use of visual aids, handouts, clarity, and the ability to stimulate class participation, interest and involvement 20%. Further information on presentations will be given nearer the date of presentations.

Final group sizes will be determined when total enrollments numbers have been confirmed.

### **Research Report Requirements**

**Length:** 2000- 2500 words of main text (references extra).

Assessment value: 30% of final grade.

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

### **Format:**

Your report must be type-written and double spaced. It should be well organized into major sections (e.g. table of contents, executive summary, and introduction, review of relevant theory and research literature, discussion of findings, conclusion, references &

websites cited). Make sure you keep a copy of the report. There is no one "right" structure for reports but the previous sections all need to be incorporated.

Students unsure on how to write up their project in a style that conforms to academic standards should 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 researchers work and how to write up bibliographies.

## EXAMS

The University examination period in First Half Year 2005 is from 15 June to 29 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/APSCons.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.)

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

## PLAGIARISM

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

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



## UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

## 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>.

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