



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

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

***UNIT OUTLINE
First Semester, 2006***

Thursdays 12-2pm, E5A119

**Unit Convenor: Julian de Meyrick
Lecturer: Jodie Turner**

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

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

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: Jodie Turner
- Email: s2j3kids@netspace.net.au, Tel: 0419 985 593
- Consultation: by appointment via email or telephone. Available on Thursdays between 3pm – 5pm, EFS Department, Level 6.

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- you will find these at ERIC

Strauss, J., El-Ansary, A & Frost, R. 2004 E- Marketing 3rd 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, Individual discussions and group presentations.
- Students will participate in and lead class discussions in tutorial groups as well as work in small groups for the research project. 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.

Course Schedule

Week No	Lecture No.	Date	Lecture Topic	Tutorial Outline
1	1	2 March	Course Administration Introduction: to e-Marketing	Peer Introduction Allocation of Tutorial Discussions Team Formation for Project Work
2	2	9 March	Internet marketing Reading: Chaffey et al. Chapter 1	Teacher-led Tutorial Discussion Chapter 1
3	3	16 March	Internet micro and macro environment Reading: Chaffey et al., Chapter 2 Internet - micro environment Reading: Chaffey et al. Chapter 3 Internet- macro environment	Individual Student Tutorial Discussion Chapter 2 and 3
4	4	23 March	Internet marketing strategy Reading: Chaffey et al. Chapter 4	Individual Student Tutorial Discussion Chapter 4
5	5	30 March	The Internet and the marketing mix Reading: Chaffey et al. Chapter 5	Individual Student Tutorial Discussion Chapter 5
6	6	6 April	Relationship marketing- eCRM Reading: Chaffey et al. Chapter 6	Individual Student Tutorial Discussion Chapter 6
7	7	13 April	Internet & service quality Reading: Chaffey et al. Chapter 7	Mid Semester Exam
8 and 9		Mid – Semester	Break	
10	8	4 May	Interactive marketing communication & evaluation of internet marketing effectiveness Reading: Chaffey et al. Chapter 8 & 9	Individual Student Tutorial Discussion Chapter 8 and 9
11	9	11 May	B2C marketing Reading: Chaffey et al. Chapter 10	Individual Student Tutorial Discussion Chapter 10
12	10	18 May	B2B marketing Reading: Chaffey et al. Chapter 11	Group Project Report due – Written Submission Individual Student Tutorial Discussion Chapter 11
13	11	25 May	To be advised	
14	12	1 June	Group Project Presentations	Group Project

				Presentations
15	13	8 June	Course Review for Final Exam	Course Review for Final Exam

Tutorial Schedule

Thursdays 2 – 3pm E5A118

Thursdays 5 – 6pm W5A103

Attendance is required at tutorials, and you will be required to prepare answers to the set questions in advance of the class. These questions may be included in the final exam questions. If you fail to prepare these and attend the sessions you will be penalising yourselves. It is expected that students will participate in class discussions.

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 discussion in tutorials	10%
2. Mid-Semester Exam	20 %
3. Group research project report– written submission (submit in week 12)	20 %
4. Group research project presentation (10 - 15 mins) (present in week 14)	10%
5. Final exam.	40%

1. Individual Discussion in Tutorials (10%):

Each student is required to prepare and lead a discussion based on questions relating to lecture topics. Questions will be handed out to students 2 weeks in advance by the lecturer. Each session is to be no less than 5 mins and no more than 10 mins in duration. The aim is to involve the class in the discussion. You need to try and include relevant Australian or International examples of websites to help illustrate your answer.

2. Mid-Semester Exam – (20%)

This exam will take place in tutorial times in Week 7. It will be 50 minutes in duration.

3. Group Research Project Report – (20%)

Students are required to prepare a written research project assigned by the lecturer.

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

Research Topics will be given to students in Week 5.

4. Group Research Report Presentation (10%)

Students are required to orally present their Research Project . Due Date : Week 14

5. Final Exam (40%)

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, 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.**

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.)

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>.