



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

MKTG306

ELECTRONIC COMMERCE: MARKETING CHANNELS DECISIONS

UNIT OUTLINE

SEMESTER 1, 2008

**Thursdays 12-2pm, E7B263
Thursdays 2- 3pm E4B214**

**Unit Convenor: Leanne Carter
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 sustained organisational performance.

TEACHING STAFF

Lecturer: Jodie Turner

Email: jodie@theparty parlour.com.au, Tel: 0419 985 593

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., (2006), 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.

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 using web based resources and class discussions

Students will participate in class discussions in tutorial groups as well as work in small groups when necessary. It is suggested that students have read the relevant text book chapter prior to attending lectures. Students are also 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	28 February	Course Administration Introduction: to e-Marketing	Student Workshop Buying and Selling on the Internet
2	2	6 March	An introduction to Internet Marketing Reading: Chaffey et al. Chapter 1	Teacher-led Tutorial Discussion Case Study 1 : E-Bay Thrives in the Global Marketplace (Chapter 1)
3	3	13 March	Internet micro and macro environment Reading: Chaffey et al., Chapter 2 The Internet - micro environment Reading: Chaffey et al. Chapter 3 The Internet- macro environment	Student Workshop The latest Internet Statistics : A look at relevant websites for the Global and Australian Marketplace.
4	4	20 March	Internet marketing strategy Reading: Chaffey et al. Chapter 4	Case study 1 due Class discussion of Case Study
5	5	27 March	The Internet and the marketing mix Reading: Chaffey et al. Chapter 5	Student Workshop Branding and Brand Identity
6	6	3 April	Relationship marketing using the Internet Reading: Chaffey et al. Chapter 6	Student Workshop e-CRM and Myer-One
7	7	10 April	Mid Semester Exam (1 hour) Delivering the online customer-experience Reading: Chaffey et al. Chapter 7	Continuation of lecture
			MID SEMESTER BREAK	
8	8	1 May	Interactive marketing communications Reading: Chaffey et al. Chapter 8	Teacher-led Tutorial Discussion Case Study 2 : Making FMCG brands sizzle online (Chapter 8)

9	9	8 May	Maintaining and Monitoring Online Reading: Chaffey et al. Chapter 9	Guest Speaker Delivering the online customer experience/ Website Metrics
10	10	15 May	B2C marketing Reading: Chaffey et al. Chapter 10	Case study 2 due Making FMCG brands sizzle online Class discussion of Case Study
11	11	22 May	B2B Marketing Reading: Chaffey et al. Chapter 11	To be advised
12	12	29 May	To be advised	To be advised
13	13	5 June	Course Review for Final Exam	Course Review for Final Exam

Tutorial Schedule

Thursdays 2 – 3pm E4B214

Attendance is required at tutorials. Tutorials will utilise web-based resources and class discussions to expand on the information presented in lectures. All work undertaken in tutorials is related to, but not necessarily found in the textbook. This work will be examinable. If you fail to attend these tutorial 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. Case Study : E-Bay thrives in the local Marketplace - written submission (submit in week 4)	20 %
2. Mid-Semester Exam	20 %
3. Case Study: Making FMCG Sizzle Online - written submission (submit in week 10)	20%
4. Final exam	40%

1. Case Study 1 – (20%)

E-Bay thrives in the Global Marketplace

Students are required to prepare a written answer to this case study found in the textbook in Chapter 1.

Due Date: Week 4. Submit to lecturer at start of the tutorial.

2. Mid-Semester Exam – (20%)

This exam will take place in lecture time **in Week 7**. It will be 50 minutes in duration. It will cover material presented and discussed in Lectures and Tutorials 1 – 6.

3. Case Study 2 - (20%)

Making FMCG Sizzle online

Students are required to prepare a written answer to this case study found in the textbook in Chapter 8.

Due Date : Week 10 . Submit to lecturer at the start of the tutorial.

4. Final Exam (40%)

3 hour + 10 minute reading time (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.

EXAMINATIONS

The University Examination period in First Half Year 2008 is from 11 to 27 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/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>.

CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to “silent”.