

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

# MKTG306 E-MARKETING

First Semester, 2010

*Department of Business*

**MACQUARIE UNIVERSITY  
FACULTY OF ECONOMICS AND BUSINESS  
UNIT OUTLINE**

**Year and Semester:** First Semester, 2010

**Unit Convenor:** Leanne Carter

**Lecturer/s:** Dr Hamin  
Mrs Sheri Evans

Prerequisites: (MKTG204 or MKTG208 or MKTG210) and (STAT170 or STAT171)

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 unit lecturer.

**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, and marketing channels decisions.

*Unit rationale*

E-commerce is revolutionising the economic, social, political, legal and ethical dimensions of the business environment within which managers and marketers operate. This unit provides a comprehensive framework for understanding these changes as they particularly relate to marketing. The structure of this unit enables participants to examine the relationships of the internet with its macro and micro environments and develop the appropriate marketing strategy to optimise the value chain and marketing channels decisions for sustained organisational performance.

**TEACHING STAFF**

- Lecturer: Dr Hamin
- Email: hhamin@efs.mq.edu.au
- Consultation: Monday, 2.30 – 4.30
  
- Lecturer: Mrs Sheri Evans jp BBehavSc (Monash) MEDLD(HE)(Macq) MBA (Macq)
- Email: sheridanconsulting@yahoo.com
- Consultation: before or after class and by appointment

## 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: a roll will be marked at each lecture and tutorial. Part of the unit assessment is a class and group participation mark (see more information below). It is difficult to participate if you are not in class.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Required

- Chaffey, D., Mayer, R., Johnston, K. & Ellis-Chadwick, F., (2009), Internet Marketing - strategy, implementation and practice, Fourth edition, Prentice Hall, New York.

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

### Recommended

- Aaker, D.A., (1998), Strategic Market Management, 5<sup>th</sup> edition, John Wiley, New York.
- Afuah, A. & Tucci, C.L., (2003), Internet Business Models and Strategies: text and cases, 2<sup>nd</sup> edition, McGraw-Hill, Boston.
- Chaffey, D., (2004), E-Business and E-Commerce Management: strategy, implementation and practice, 2<sup>nd</sup> edition, Prentice Hall, Halow, UK.
- Dann, S. & Dann, S., (2004), Strategic Internet Marketing, 2<sup>nd</sup> edition, John Wiley, Milton, QLD.
- Huff, S.L., Wade, M., Parent, M., Schnedberger, S. & Newson, P., (2000), Cases in Electronic Commerce, McGraw-Hill, Boston.
- Keen, P. & McDonald, M., (2000), The eProcess Edge: creating customer value and business wealth in the internet era, McGraw-Hill, Berkeley.
- Siegel, C., (2004), Internet Marketing: foundations and applications, Houghton Mifflin, Boston.
- <http://www.computerworld.com/>
- <http://www.cybersolve.com/>
- <http://www.dbcde.gov.au/> (Department of Broadband, Communications and the digital economy)
- <http://www.forrester.com/>
- <http://www.iab.net/>
- <http://www.ibm.com/>
- <http://www.internetworld.com/>
- <http://en-us.nielsen.com/>
- <http://www.zdnet.com.au/>

## 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 integrated with corporate 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 business (B2B) 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; critical analysis skills; problem-solving skills; leadership skills; team building skills; presentation skills; research skills and 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 anticipated that students have read the relevant textbook chapters prior to attending class. Students are also expected to keep up-to-date with current news relating to e-commerce, e-marketing and e-business. For example, on Tuesdays The Australian and Sydney Morning Herald have special IT sections that feature topical issues.

## Lecture and Tutorial Outline

- Subject to change without further notice -

Week	Date	Lecture	Ch(s)	Group Project	Individual Assignment
1	25.02.	Course Administration Introduction: to e-Marketing		No tutorial	
2	04.03.	An introduction to Internet Marketing	1	Group formation	
3	11.03.	Internet micro and macro environment	2 3		AT1.1 Assignment
4	18.03.	Internet marketing strategy	4		AT1.2 Assignment
5	25.03.	The Internet and the marketing mix	5	All groups submit 1 page proposal	AT2 Mid-term exam
6	01.04.	Relationship marketing using the Internet	6		AT1.3 Assignment
	08.04.	Recess			
	15.04.	Recess			
7	22.04	Delivering the online customer- experience	7	All groups present proposal to tutorial	
8	29.04.	Interactive marketing communications	8		AT1.4 Assignment
9	06.05.	Maintaining and Monitoring Online	9	Strategic Analysis Presentation AT3.1	
10	13.05.	B2C marketing	10	Strategic Analysis Presentation AT3.2	
11	20.05.	B2B Marketing	11	Strategic Analysis Presentation AT3.3	
12	27.05.	Presentations		Strategic Analysis Presentation AT3.4	
13	03.06.	Course Review for Final Exam		Strategic Analysis Presentation AT3.5	
		Final examination			AT4

### 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. Both individual and group work assessments are used.

There are four (4) **Assessment Tasks** (AT) in this unit as follows:

<b>Assessment Task</b>	<b>Weighting</b>	<b>Assessment</b>
AT1 Individual Assignments Comprising 4 X 5% tasks	<b>20%</b>	Individual mark
AT2 Mid-semester test	<b>10%</b>	Individual mark
AT3 Case Study & Presentation – ‘Strategic Analysis Project’, in 5 groups	<b>30%</b>	One mark per team
AT4 Final Exam	<b>40%</b>	Individual mark
<b>Total</b>	<b>100%</b>	

- All students are required to complete any assigned reading; prepare for and attend class; participate in class discussions; complete assignments (including presentations and individual assignments); complete the mid-semester test and the final examination.
- A minimum mandatory 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course. Attendance will be taken at the *beginning of class* to ensure this.
- Assignments submitted late will attract a penalty of five marks deducted for each day after the due date. Excepting in the case where the assignment is accompanied by a doctor’s medical certificate. If you are unable to provide a doctor’s certificate, you will be awarded zero marks.
- **Critical Pass:** To pass this course you must pass the Mid Semester Test and the Final Exam.
- No correspondence will be entered into directly with any student regarding awarding of marks or grading of assignments, the mid-semester test or the final exam. Students will be given guidance on academic performance expectations and standards in class. Students seeking to appeal a grade need to comply with University policy. For information please refer the University Handbook.

### **Mid-Semester test**

The mid-semester test is based on the material covered in lectures in week 1-4 and will take place in week 5. The test is multiple choice only. There will be 35 questions to be answered within 40 minutes.

### **Final Exam**

The final exam will consist primarily (but not only) of *essay-type questions*. It will consist of *four compulsory questions* that may contain sub-questions (e.g. 1a, 1b and 1c) and you will have two hours to write the exam, plus 10 minutes reading time at the beginning of the exam. This exam is *closed book* and *no dictionaries* will be allowed. You will be tested on all topics covered during class and tutorials, *including videos/DVDs, possible talk(s) of guest speaker(s) and material not mentioned in the official class notes*. Please note that, due to time constraints, it is impossible to cover each and every slide of the lecture notes and the entire textbook content during lecture time. It is therefore incumbent upon all students to read the relevant textbook chapters as part of the overall course requirements and to study material not specifically discussed during class on their own (since this could also be tested). The exam also covers the assignments (i.e. Strategic Analysis Projects) discussed in tutorials and the individual assignments.

The University Examination period in First Half Year 2010 is from 9 - 25 June 2010.

The final exam *must* be taken when scheduled. 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. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. Students should also note that supplementary exams are subject to a more rigorous marking procedure owing to the benefit of extra study time for the student.

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>

***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.***

### ***AT3 Case Study & Presentation – ‘Strategic Analysis Project’***

There will be a ‘Strategic Analysis Project’ conducted in teams. This assignment is designed to enhance your knowledge about current e-marketing issues and will be used to generate discussion during tutorial time. Further, this assignment shall improve your information collection and interpretation skills. The purpose is to apply theoretical concepts to the real-world and to incorporate the current managerial/marketing literature. Using a team approach, students will need to work with other class members. Students will divide into teams of ideally 4 - 6 (depending on the class size) in Week 2. Group work is intended to be of benefit in that a number of perspectives and interpretations are presented and; alternative points of view are put forward. These teams will then each make a presentation on an assigned topic to the rest of the class and lead a class discussion. Teams will present their research in a stand-up presentation at the agreed time and date. The final presentations for the Strategic Analysis Project will be in weeks 9 – 13. All students are required to actively participate in classroom discussion during these presentations.

The Strategic Analysis Project is designed to allow you to demonstrate your understanding of the course material, your ability to apply it to a real-life example and your capacity to successfully work in a team environment. Every team must study a different company (to be approved by the lecturer). The goal of the Strategic Analysis Project is to assess the selected company’s e-marketing status and direction and suggest ways to improve their approach. In week 7 each team will briefly present their proposal and progress report to the tutorial and be ready to discuss the rationale for their choice.

A variety of sources of information must be used in the development of your Project. Students are encouraged to consult trade magazines, business publications as well as publicly available official company sources. **Students should NOT under any circumstances contact the company, nor should any form of primary research (e.g. distributing a questionnaire) be conducted!** Primary research activities require formal University ethics clearance and goes beyond the scope of this assessment task. Failure to observe this will result in zero marks being awarded for this assignment. Wide research into relevant journals, newspapers, magazines, books and website material, however, is strongly recommended.

A high level of academic standard and professionalism is expected for all submitted material as this is a third year subject.

***Groups must provide a softcopy of their report summary and presentation slides to the lecturer on the day of their presentation. Ideally printing 3 slides per page (i.e. similar format to the lecture notes on Blackboard) should be provided to your lecturer prior to your***



***presentation. Please include group member details; Full name and any name-in-use (nickname) and student ID, for example, Samantha Long [Sam] ID 3212882. This should be entered in the PAGE FOOTER, at the bottom of the slides and report. Save your work in file format, MKTG306 Gp# time date lecturer initials, (i.e. MKTG306 Gp2 1330 200510 HH or SE)***

**Plagiarism** avoidance is easy. It simply requires that you acknowledge *all* sources (authors) of ideas included in your work using a recognised referencing format. In this unit APA is stipulated. Plagiarism amounts to academic misconduct, for which there are severe penalties. The same applies to cheating during the exams or tests and assignments. Where individual or group work is required for the purpose of assessment, copying of the work of other individuals or groups work without acknowledgment is considered to be cheating and plagiarism. *Please keep in mind that your assignment can easily be checked by the marker for plagiarism using “Turnitin”, a plagiarism detection software tool.*

### ***Individual Assignments***

Written individual assignments *should not exceed 2 A4 pages* (exclusive of the list of references and attachments for example, appendices or exhibits), *typed with single line spacing* using font *Arial size 12*, margins top/bottom 1.00" and left/right 1.25" (measurement in inches – MS Word default). This will allow enough space for comments. Marks will be deducted for exceeding the number of pages. All assignments must be typed. Assignments must be submitted by midnight of the day of the tutorial No late reports will be accepted. Topics will be assigned during the nominated tutorials.

Papers must be *referenced* using the **APA Style**. Marks will be deducted for failure to conform to this style. Students who are unclear about this referencing style should refer to the APA website:

- <http://apastyle.apa.org/>

Other helpful referencing links from the MQ Library can be found at;

**<http://www.library.mq.edu.au/research/useful-links/index.html>**

All papers submitted should be carefully *proof-read* before being handed in. Proof-read in this context means that the paper must have *page numbering* and have been subjected to a complete *spell check*, *grammar check* (use programs which are now widely available in word processing packages; *sensmaking* check, thoroughly read through the paper yourself several times and possibly ask a friend/colleague to read it as well to ensure it makes sense, is clear, logical and authoritatively written. A substantial amount of marks will be deducted for high levels of spelling mistakes, grammatical and syntax error.

## **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.

## **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>.