



FACULTY OF
BUSINESS AND ECONOMICS

MKTG306
E-Marketing

Semester 1, 2011

Department of Marketing & Management

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

Year and Semester:	2011, Semester 1
Unit convenor:	Dr Hamin Hamin
Prerequisites:	(MKTG202 or MKTG203 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213) STAT122 or STAT170 or STAT171 or PSY122)
Credit points:	3

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

ABOUT THIS UNIT

Unit description

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:
Mr John Edwards
E: jcpedwards@optusnet.com.au
P: 0417 066 068

CONSULTATION TIMES

Thursday 11am to 12pm; and 4pm to 5pm; or by appointment.

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

In order to gain access to staff located at levels 1, 2 and 3 of building E4A during their consultation hours please ring the staff member from the phones available in the lobby (phone numbers of relevant staff members will be provided on Blackboard and are available next to the phones).

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

- 13 Classes made up of 3 hours face-to-face teaching per week consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at <http://www.timetables.mq.edu.au/>
- A class attendance roll will be marked at each tutorial.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Textbook:

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

The textbook is available from the Co-Op Bookshop.

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

Recommended Materials:

In addition to the Textbook, students are strongly encouraged to read widely in the area and to particularly use the World-Wide-Web as a powerful source of research in this subject. Students should be aware that apart from the conventional marketing and business journals, there are new online journals and websites, covering the latest developments in electronic marketing and electronic commerce.

For example, *The Australian*, *Australian Financial Review*, and *Business Week* have special IT sections, every week.

Most supplemental readings and background materials will be published on-line, as noted in the course schedule. If there is a need for printed supplemental readings they will be placed on e-reserve in the Library.

A list of e-marketing Industry news websites and resources can be found on Blackboard / MKTG306

TECHNOLOGY USED AND REQUIRED

- Use of a PC and laptop when presenting in class (students can bring in their own laptop or use the PC in the class)

Course material is available on the learning management system (Blackboard)

UNIT WEB PAGE

- The web page for this unit can be found at: <http://learn.mq.edu.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 macro and micro-environment that impact on an organisation's internet marketing strategy
4. Discuss internet marketing strategy integrated with corporate marketing and business strategy
5. Discuss the influence of the internet on the marketing mix
6. Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet
7. Discuss the design, implementation and delivery of effective web site content
8. Identify effective ways to execute interactive marketing communications
9. Discuss ways to maintain and monitor the effectiveness of online sites
10. Discuss strategies to optimise B2C and B2B internet marketing

GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability numbers 1,2,3 and 6 below (italicised).

1. *Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).*

2. *Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.*
3. *Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.*
4. Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. *Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company's chances of achieving a sustainable competitive advantage.*

In addition to the discipline based learning objectives above, Macquarie University also seeks to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 2, 3 and 4 below (italicised).

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. *Effective Communication*
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

This unit is conducted using lectures, tutorials, and web based resources.

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.

RESEARCH AND PRACTICE

- This unit uses research from external sources (references)
 - International journal of internet marketing and advertising
 - Web marketing today
 - Internet Business News
 - International Journal of e-Business Management
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Total
Title/Name	Individual Assignments	Strategic Analysis Project	Final Exam	
Description	Individual written assignments	Written report	Closed Book exam, 2 hours	
Due date	As assigned	As assigned	Please check the exam timetable	
% Weighting	20%	30%	50%	100%
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	Topic Coverage Research component Presentation style	Topic Coverage Research component Analysis Strategy and Recommendations Report Presentation style	Essay type questions	
Submission method	Paper to be submitted in hard copy in class	Report to be submitted in hard copy in class	On Campus exam	
Feedback	Mark and Comments	Mark and Comments	Mark	
Estimated student workload	10 hours	40 hours	45 hours	95 hours
Learning outcomes assessed				
Evaluate the relevance of the internet to the modern marketing concept	5	5		10
Distinguish between internet marketing, e-marketing, e- commerce and e- business			5	5
Identify the different elements of the macro and micro- environment that impact on an organisation's internet marketing strategy			5	5
Discuss internet marketing strategy integrated with corporate marketing		5	5	10

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Total
and business strategy				
Discuss the influence of the internet on the marketing mix			5	5
Evaluate the relevance of the concepts of relationship, direct and database marketing on the internet	5	5		10
Discuss the design, implementation and delivery of effective web site content		5	5	10
Identify effective ways to execute interactive marketing communications		5	5	10
Discuss ways to maintain and monitor the effectiveness of online sites	5		5	10
Discuss strategies to optimise B2C and B2B internet marketing			5	5
Graduate capabilities assessed				
Critical, Analytical and Integrative Thinking			5	5
Problem Solving and Research Capability			5	5
Creative and Innovative	5			5
Effective Communication		5		5
TOTAL	20%	30%	50%	100%

- Any request for extension of projects and assignments need to be emailed to the Lecturer *before* they are due.
- Assignments submitted late will attract a penalty of five marks deducted for each day after the due date. Except in the case where the assignment is accompanied by a doctor's medical certificate.
- A minimum mandatory 80% attendance at lectures and tutorials is a prerequisite to passing this course. An attendance roll will be taken at the *beginning of class* to ensure this.

Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 2 hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

The University Examination period in First Half 2011 is from 6 June 2011 to 24 June 2011.

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. The University's policy on special consideration process is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way

- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRADES

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

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>

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.