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/](http://www.timetables.mq.edu.au/)
- Class attendance: minimum 80%

**REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**


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


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.
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<th>Week No</th>
<th>Lecture No.</th>
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<th>Lecture Topic</th>
<th>Tutorial Outline</th>
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<td>Peer Introduction Allocation of Tutorial Discussions Team Formation for Project Work</td>
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<td>9 March</td>
<td>Internet marketing Reading: Chaffey et al. Chapter 1</td>
<td>Teacher-led Tutorial Discussion Chapter 1</td>
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<td>Internet micro and macro environment Reading: Chaffey et al., Chapter 2 Internet - micro environment Reading: Chaffey et al. Chapter 3 Internet- macro environment</td>
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<td>The Internet and the marketing mix Reading: Chaffey et al. Chapter 5</td>
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<td>Interactive marketing communication &amp; evaluation of internet marketing effectiveness Reading: Chaffey et al. Chapter 8 &amp; 9</td>
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<td>B2C marketing Reading: Chaffey et al. Chapter 10</td>
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<td>1 June</td>
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<td>13</td>
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**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  
   2. Mid-Semester Exam  
   3. Group research project report—written submission (submit in week 12)  
   4. Group research project presentation (10 - 15 mins) (present in week 14)  
   5. Final exam.

#### 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.


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](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.


**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](http://www.student.mq.edu.au).