

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG804
E-Business Marketing

Semester Two, 2010

Department of Business

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

Year and Semester:	2010, Semester Two
Unit Convenor:	John Edwards
Unit Moderator:	Dr. Hamin Hamin
Prerequisites / Corequisites:	None
Credit points:	4 points

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

ABOUT THIS UNIT

MKGT804 E-Business Marketing is a postgraduate Business Management course offered at Macquarie University, in Semester Two, 2010.

The purpose of E-Business Marketing is for students to acquire the skills necessary to develop and implement strategies for new-generation marketing and business development opportunities within their organizations. This unit is designed to introduce students to conceptualising, developing and using marketing computer-mediated environments (CMEs). Students are introduced to the concept of e-business marketing as a metaphor for skills and capabilities required for 21st century marketers, based around marketing orientation as both customer value creation using CMEs, and viewing marketing as a set of information flows using new and emerging electronic business technologies.

MKGT804 E-Business Marketing is a 4 point credit subject, included in the Master of International Business; MCom Business, and MCom Marketing Degree Programs.

BUS800 E-Commerce Strategy is also another unit available to study for students who are interested in this field.

TEACHING STAFF

Convenor:

Mr. John Edwards

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Moderator:

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Phone: +61 2 9850-6065

Location: E4A 651

CONSULTATION TIMES

Consultation Hours: Wednesday 5pm - 6pm (Before Class) and Friday 12pm – 1pm (After Class)

Please email or call me if there are any questions you may have at any time.

Emails and phone calls will be responded to within the day.

CLASSES

The timetable for classes can be found on the University web site at:

<http://www.timetables.mq.edu.au/>

Class Code	Day	Location	Time
MKTG804	Wednesday	E7B 263	Start: 6PM Finish: 9PM
MKTG804	Friday	E5A 131	Start: 9AM Finish: 12PM

Class Structure: 13 x 3 hour classes, mainly 1 x 1 ½ hour lecture and 1 ½ hours for Seminar Topic presentations and discussions.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text(s)

There is no set Textbook but a *Virtual Book of Readings* has been developed for this Unit and is set up as Hyperlinks within the Readings area of the Unit in Blackboard CE6 / MKTG804.

Recommended texts, articles, publications, etc,

In addition to the *Virtual Book of Readings*, 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 CE6 / MKTG804

TECHNOLOGY USED AND REQUIRED

The Technology the students will be using in this course includes:

- Use of a PC and laptop when presenting in class (students can bring in their own laptop or use the PC in the class)
- Software: Access to Blackboard CE6 for content and iLectures
- The Final exam will be conducted online using the PC's in the MQ labs.

UNIT WEB PAGE

- The web page for this unit can be found at:
<http://learn.mq.edu.au/webct/cobaltMainFrame.dowebct>

LEARNING OUTCOMES

The learning outcomes of this unit are that on successful completion of E-Business Marketing, students should be able to:

1. Understand a grounded approach to e-business and e-marketing based on marketing within and using Computer-Mediated Environments (CME's)
2. Understand contemporary and emerging skills and capabilities required for Marketing in the digital age.
3. Understand symbiotic development of infrastructure that contributes to current and emerging E-Marketing frameworks, models and philosophy – for both developed and emerging countries
4. Gain an introduction to new marketing philosophies and practice based on Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds
5. To conduct seminars on an E-Marketing Technology and Issue with reference to marketing and localised application where applicable
6. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

GRADUATE CAPABILITIES

Macquarie University seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:

- foundation skills of literacy, numeracy and information technology;
- self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;
- communication skills for effective presentation and cultural understanding;
- critical analysis skills to evaluate, synthesise and judge;
- problem-solving skills to apply and adapt knowledge to the real world; and
- creative thinking skills to imagine, invent and discover.

TEACHING AND LEARNING STRATEGY

How this unit is taught:

- Reading the learning materials (both lecture material and the Book of Readings)
- Class discussions with the Lecturer and other students
 - Student discussion and participation is encouraged and emphasized in all classes and on Blackboard CE6 / MKTG804 / Discussion Board
- Project work:
 - Presentation and discussion of a selected Seminar Topic
 - Developing an E-Business Marketing Plan
- Completing and passing a Final exam

Blackboard is the key e-learning platform for communication to students undertaking MKTG804 E-Business Marketing. You access Blackboard via the Macquarie University website. You need to log in using your student ID and password.

- Communication with students/lecturer will be conducted both in a “face-to-face classroom setting”, and through Blackboard. This includes:
 - Posting messages, both public and private (MAIL)
 - Posting comments/discussion items (DISCUSSION ROOMS)
 - Accessing and printing lecture material (PRINTING OFF NOTES AND POWERPOINTS)
 - Submitting Case studies and Assignments (ASSIGNMENTS)
 - Conducting Quizzes and the Final Exam (QUIZ)
 - Accessing Grades and Marks (MY GRADE)
- Turnitin will be used by students for selected assessments to assist with identification and minimisation of plagiarism and copying
- The Convenor will use the i-Lecture application for all Lectures which are posted in Blackboard.

For this unit you should allocate time for:

- reading the materials as specified in the Course Schedule
- engaging with the learning materials
- working on your seminar topic presentation and discussion questions, when it is scheduled
- working and collaborating on your *E-Business Marketing Plan*
- studying for your Final Exam

The List of Topics Covered in *E-Business Marketing* include:

- E-Marketing Landscape: Past, present, Future
 - Converged Digital Media Platforms
 - Web 2.0
- E-Marketing Strategy and E-Business Models
- Consumer Behaviour Online
- Developing and Delivering Goods and Services online
- Building “Online Presence” Through Branding and Customer Interface
- The Web – New Channels, New Worlds
- E-Marketing Information Management- Market Information
 - Online Market Research
- E-Marketing Information Management- Customer Information
 - One-to-One Marketing
 - Database/Interactive Marketing
 - CRM, Analytics
- E-Marketing Information Management- Communications, Advertising and Conversations
 - Mainstream and Social Media
 - Search-Engine Marketing/Optimization
 - Word-of-Mouth/Viral Marketing
- B2B E-Marketing
- E-Marketing Ethical and Legal Issues
- Emerging E-Marketing Technologies and Issues

MKTG804 E-Business Marketing Schedule – Semester Two 2010

WEEK NO./ DATE	LECTURE TOPIC	SEMINAR TOPICS	READINGS
Week 1 4 and 6 Aug	Unit Overview E-Business Marketing: Past, Present and Future <ul style="list-style-type: none"> • Converged Digital Media Platforms • Web 2.0 	Allocation of Seminar Topics	No. 1
Week 2 11 and 13 Aug	E-Marketing Strategy and E-Business Models	ST1	No. 2
Week 3 18 and 20 Aug	E-Marketing Strategy I: Consumer Behaviour Online	ST2, ST3	No. 3
Week 4 25 and 27 Aug	E-Marketing Strategy II: Developing and Delivering Goods and Services Online <ul style="list-style-type: none"> • Service-Dominant Logic (SDL) Marketing • Assessing Value of Online Goods and Services 	ST4	No. 4
Week 5 1 and 3 Sept	E-Marketing Strategy III: Building “Online Presence” Through Branding And Customer Interface	ST5, ST6 Group Project Proposal Due	No. 5
Week 6 8 and 10 Sept	E-Marketing Management: The Web, New Channels, New Worlds	ST7, ST8	No. 6
Week 7 15 and 17 Sept	E-Marketing Information Management I: Market Information <ul style="list-style-type: none"> • Online Market Research tools and applications 	ST9, ST10	No. 7
	22/24 Sept and 29 Sept and 1 Oct = NO CLASSES		
Week 8 6 and 8 Oct	E-Marketing Information Management II: Customer Information <ul style="list-style-type: none"> • One-to-One Marketing • Database/Interactive Marketing • CRM, Analytics 	ST11, ST12	No. 8
Week 9 13 and 15 Oct	E-Marketing Information Management III: Communications, Advertising and Conversations <ul style="list-style-type: none"> • Mainstream and Social Media • Search Engine Marketing/Optimization • Word-of-Mouth/Viral Marketing 	ST13, ST14 Group Project Progress Summary Due	No. 9
Week 10 20 and 22 Oct	B2B E-Marketing	ST15, ST16	No. 10
Week 11 27 and 29 Oct	E-Marketing Ethical and Legal issues: <ul style="list-style-type: none"> • Privacy, Copyright, DRM 	ST17, ST18	No. 11
Week 12 3 and 5 Nov	Emerging E-Marketing Technologies and Issues Exam Briefing	Group Report Due	No. 12
Week 13 10 and 12 Nov	Course Review		

RESEARCH AND PRACTICE

- This unit uses research from external sources (references)
- 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

The assessment system has been designed to help students learn and apply the concepts introduced during the course.

The purpose of the assessment is to assess

- the extent to which you *understand* the concepts, ideas and theories introduced;
- your ability to *apply* these concepts to your own experience; and
- your ability to *develop* and *support* an argument and recommendations

There are three assessable pieces of work, as detailed below:

Item	Title	Due By	Marks
1.	Seminar Topic: Presentation and Report	As per Schedule in Week 1	20%
2.	E-Business Marketing Project	Week 12 Class (3 or 5 Nov)	30%
3.	Final Exam	As per the MQ Exam timetable	50%

Achievement of an overall mark of 50% is required to pass the unit.

Students need to pass the Final Exam to pass this unit.

SEMINAR TOPIC PRESENTATION AND REPORT

Pair-Group (20%)

Addresses Learning Objectives 1, 2, 3

The Seminar Topic Program for E-Business Marketing is designed to explore current electronic marketing issues and related technologies that will intertwine with Lecture material.

Students are to organize themselves in groups of 2 or 3 (max.) will present a Seminar Topic and prepare a Written Paper. All allocations will be finalised in the Week One class. Any student who misses this class will be automatically allocated a Topic by the Lecturer. Students who wish to present a Topic not in the Seminar List may ask the Lecturer who may allow a special topic, only if most Topics in the List have been allocated. The Lecturer's decision is final on allocation of Topics.

You will be expected to research your topic and to start a discussion that will be facilitated by the Lecturer and augmented by Lecture material. Seminar Topic Submissions will be a package that includes a Seminar Topic Presentation File and a Seminar Topic Paper File.

Both the Seminar Topic Presentation and Paper must be submitted to the Lecturer before the commencement of the class when the presentation is scheduled.

The Topic Seminar Package should include:

- A Comprehensive Literature Review On The Topic
- Several Questions, Propositions Or Statements Designed To Stimulate Effective Class Discussion – And Especially If You Are Not Sure What Is Meant By The Topic!
- Link Topic Back To E-Business Marketing Thought, Strategy Or Practice – Including Case Studies And Examples
- A Separate Paper of no more than 4 pages (minimum size 10-font) including the following:
 - Notes from the Presentation integrated into a discussion
 - Key Ideas, Points and Facts That You Discovered From Studying This Topic
 - Briefly Discuss How You Would Link This Topic Back To E-Marketing Thought, Strategy and Practice
 - All Papers Must Have Appropriate Citation And Referencing With A Full Reference List At The End
 - The Paper must be submitted to Turnitin before formal submission through Blackboard. You should copy the first pages of the Turnitin Summary Report into either a WORD file or a Webpage file.

Twenty (20) minutes will be allocated for each Student to deliver their presentation, including conducting a Question and Answer session with the class. Presenters should organise questions, as part of the presentation assessment component is based on the Q&A session.

Assessment Guide for Seminar Topic Presentations and Paper:

Content	(35%)
Structure	(10%)
Clarity/Relevance	(10%)
Q&A Session	(10%)
Quality of Handout	(10%)
Quality of Paper	(25%)

E-Business Marketing Seminar Topics List

<u>WEEK</u>	<u>SEM NO.</u>	<u>SEMINAR TOPICS</u>
2	ST1	<p>According to a survey of 406 senior executives in a worldwide study from the Economist Intelligence Unit, 79 percent of responds believe Web 2.0 or the 'collaborative Web' is a means to boosting revenue and slashing costs.</p> <p>Discuss the current and emerging Web 2.0 tools and methods used by organisations.</p>
3	ST2	<p>A titanic battle is emerging for dominance of Mobile-Based Business Services between RIM (Blackberry), Apple and Google.</p> <p>Discuss the current state of this battleground with reference to relevance mobile connectivity, devices, applications, business services and marketing strategies.</p>
3	ST3	Web Analytics: The new research tools for marketers?
4	ST4	Does buyer and consumer behaviour differ online from off-line? Is there a need for new models or do existing models adequately explain consumer's actions?
5	ST5	Discuss Amazon's Kindle and Apple's iPad using a Service-Dominant Logic (SDL) Marketing perspective, highlighting key opportunities for creating new customer value
5	ST6	Highlight at least 2 successful online brands, and discuss their creation and development toward high brand awareness.
6	ST7	Discuss how e-tailing models are being used by established retailers in Australia (eg, Coles, Woolworths), USA (eg, Wal-Mart, Gap), UK (eg, Tesco, Topshop) and other countries
6	ST8	<p>Bit Torrent and other Peer-to-Peer (P2P) applications offer different ways to distribute video and music content.</p> <p>Discuss with reference to relevant business models issues, challenges and opportunities for creators and consumers to share content using P2P applications.</p>
7	ST9	<p>Kraft claimed that the firm had undertaken thorough market research on product development and branding of their new "iSnack 2.0" product. However, Kraft used additional "research" sources to develop the new "Cheesybite" name to replace iSnack 2.0.</p> <p>Discuss market research methods used by Kraft for this new product, and implications for marketing strategy and practice</p>
7	ST10	<p>Specialised Virtual Worlds such as "World of Warcraft" have over 11 million users, but more generic Virtual Worlds such as "Second Life" claim to have large numbers of users (over 18 million)(figures taken from Wikipedia 2010), actual usage appears to have flat-lined and may be declining.</p> <p>Discuss current and emerging developments in Virtual Worlds and implications for entertainment, business and marketing strategies</p>
8	ST11	<p>Is One-To-One Marketing realistic or a "Holy Grail"?</p> <p>Highlight a firm which you think is closest to practising "One-To-One" Marketing, reference to its marketing strategies and specific CRM systems</p>
8	ST12	<p>Google revolutionized marketing in the 2000s largely through creating and dominating Search-Engine Marketing (SEM) – and now is seen as one of the largest marketing companies in the world.</p> <p>Discuss current and emerging SEM issues with reference to Google, Microsoft and other emerging players in this field</p>

9	ST13	Social Media: Threat or Opportunity For Marketing Communications? Discuss how Mainstream and Social Media are changing the Marketing Communications Landscape
9	ST14	Social Media may offer opportunities to extend product development and marketing capability for a firm. Critically explore and discuss how such capability could be created and harnessed, with reference to examples.
10	ST15	Web 2.0 applications are rapidly diffusing through businesses, particularly for internal business use and increasingly for B2B collaboration. Discuss examples of Web 2.0 applications being used for B2B Marketing activities.
10	ST16	Businesses are under increasing pressure to cut costs, to be more agile and flexible and to be more collaborative with customers. Cloud Computing is being presented as a new way for businesses to address these issues. Define and discuss Cloud Computing with reference to prominent proponents of this approach (e.g. Amazon, Google, IBM, Salesforce.com)
11	ST17	Discuss the potential impact of current laws and regulations for online marketing campaigns
11	ST18	Define and discuss Digital Rights Management (DRM) from a marketing perspective, and how Apples approach to DRM may help and/or hinder E-Marketing activities.

E-BUSINESS MARKETING PROJECT

Group (30%)

Addresses Learning Objectives 1, 2, 3

Each student will be required to participate in a major project describing and/or investigating an E-Marketing initiative. The project involves developing a plan for an existing organisation which is introducing, improving or upgrading an E-Marketing initiative.

The project is designed to provide students with an insight as to how marketing technologies, tools, and applications can be used in the context of the development of e-marketing strategy and implementation.

The plan should, utilise the frameworks or approaches from the E-Business Marketing subject.

Students are encouraged to apply marketing research analysis tools in their projects.

In Week 1, students will form into Groups of up to 4, and will start to work on their projects as soon as possible. Each Group must be finalised in Week 1 and the final Group Project List will be confirmed by your Instructor.

The Project Proposal

Each Group must select a company or organization that is real (not hypothetical) and if possible may be accessed as if the group is really the business strategist hired by a new or existing business to write the strategy plan for e-commerce initiatives. This assignment is not literature review or just a collection online material reviewing an existing large company's published E-Commerce proposals or accomplishments.

Domestic and International companies and organizations may be selected by Groups as long as some real link can be established by one or more group members with the selected target.

All Project Groups must select different companies – no duplicate projects will be allowed.

A Project Proposal of between 1-3 pages must be prepared, submitted electronically via Blackboard only and reviewed with your Lecturer for suitability and feedback by the commencement of your class in Week 5.

Project Proposal Checklist:

- The scope of your project
- Company Name and Brief Background
- Research objectives
- Research design and data collection methods
- Associated limitations of the project timetable
- Individual responsibilities (including a designated
- Project Coordinator)

Project Wiki's

Groups are strongly encouraged to set up Wiki's to assist with faster and more effective Project Group Collaboration. There are several Wiki's suitable for student groups to work in, WetPaint is a Wiki that E-Business and Innovation student groups have successfully used to develop and deliver projects.

The Project Progress Summary

Each Project Group should submit in the Week 9 class a Group Project Progress Summary highlighting project status, key issues and what remains to complete the Group Project Report. This will be discussed with the Lecturer in the class.

Timings and Submitting the Project

The Group Project Report must be submitted to Turnitin before formal submission through Blackboard. You should copy the first pages of the Turnitin Summary Report into either a WORD file or a Webpage file.

The Group Project Report must be submitted by one Member of your Project Group Only, as a WORD File, only via Blackboard no later than 1800 on Wednesday or Friday in Week 12, depending on the class day.

Recommended Project Structure:

<u>E-Business Marketing Group Project Report Checklist</u>
✓ Student Name, ID, Email-Address, and Title of Paper on the Cover Sheet
✓ Table of Contents
✓ Executive Summary
✓ Clear Description of what the project is about and the initiative to be reported
✓ Clearly Structured Sections And Headings for The Body of the Report <ul style="list-style-type: none">• Analysis using E-Business frameworks and/or approaches• Research Findings• Objectives and Strategies• Recommendations• Conclusion
✓ References (Report Will Not Be Marked Without References)
✓ Appendices

Formatting Requirements:

- In format, presentation and content, the plan should look like a professional plan.
- Maximum 20 pages, Appendices excluded from Page-Count
- 12-point Font
- At least 1.5 line spacing
- *Harvard* Referencing Format

FINAL EXAM

Individual (50%)

Addresses Learning Objectives 1, 2, 3

A 3 hour Final Exam will be held at Macquarie University, and will be a closed book (online) exam.

Successful completion of the Unit is conditional on a PASS grade in the Final Exam.

The university examination period in the Second Half of 2010 is from 17 November to 3 December.

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 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

Please refer to relevant Bachelor Degree rule in the Handbook of Undergraduate Studies.

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 refer to:

<http://senate.mq.edu.au/rules/Guidelines2003.doc> or

<http://senate.mq.edu.au/rules/detailedguidelines.doc>

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/for/new_and_current_students/undergraduate/admin_central/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.