

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

MKTG804
E-Business Marketing
(online)

Summer Semester
2010-2011

As at 12 November 2010

Department of Business

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**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS**

UNIT OUTLINE

1. INTRODUCTION

Unit:	E-Business Marketing (delivered online)
Year and Semester:	2010-2011, Summer Semester
Unit Convenor:	John Edwards
Unit Moderator:	TBC
Manager, Online Programs:	Michael Matthew
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 Unit Convenor and Lecturer.

2. ABOUT THIS UNIT

MKGT804 E-Business Marketing is a postgraduate Business Management course offered *online* at Macquarie University, in the 2010-2011 Summer Semester.

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.

3. TEACHING STAFF

Convenor / Lecturer:

John Edwards

Email: jcpedwards@optusnet.com.au (preferred method)

Phone: 0417 066 068

Linkedin: <http://au.linkedin.com/in/jcpedwards>

Moderator:

TBC

Online Manager:

Michael Matthew

Email: mandm@bigpond.net.au

Phone: 0402 409 454

4. CONSULTATION TIMES

Your on-line Convenor and Lecturer, is available for regular consultation through Blackboard, either using the discussion room facility or by private email, depending on the nature of the correspondence.

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

5. CLASSES

The on-line program is conducted through Macquarie University's On Line Teaching Facility (Blackboard)

- When studying on-line, your computer is the classroom
- Blackboard is where,
 - you will interact and liase with the Lecturer and other students
 - your assessment tasks will be completed and submitted on-line
 - you conduct your final exam

The full resources of Macquarie University including the MU Library are available to on-line students.

6. REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text(s)

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

Recommended texts, articles, and publications

In addition to the *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 / OLMKTG804

7. TECHNOLOGY USED AND REQUIRED

It is a more satisfying experience if students have remote access to Macquarie University website / Blackboard through broadband.

The OLMKTG804 unit:

- Uses 'normal' software that is on your PC (or is downloadable for free from the Web) and you do not need any special software
- Uses the i-Lecture application and videos
- Should any students have access problems for the videos or i-Lectures, you should first go to this help guide: <http://online.mq.edu.au/docs/ggilec.html>
- If you are still having troubles = contact the Convenor, John Edwards

8. UNIT WEB PAGE

- The web page for OLMKTG804 can be found at: <http://learn.mq.edu.au/webct/cobaltMainFrame.dowebct>

9. 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 newer marketing philosophies and practice based on Search-Engine Marketing, Collaborative and Social Media, and Virtual Worlds
5. To conduct online discussions on an E-Marketing Applications and Issues.
6. Gain an introduction to methodologies to explore and develop insights and strategic conversation on new and emerging e-business technologies, products and services.

10. GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

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

11. TEACHING AND LEARNING STRATEGY

Blackboard is the key e-learning platform for communication to students undertaking OLMKTG804 E-Business Marketing. You access Blackboard via the Macquarie University website. You need to log in using your student ID and password.

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 emphasised in all online classes and on Blackboard / OLMKTG804 / Discussion Board
- Assessment Items:
 - Class discussions of weekly seminar topics
 - Developing an E-Business Marketing Plan
 - Completing and passing a Final exam
- Communication with Students/Lecturer will be conducted both in *online* 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)
 - Submitting Assignments (ASSIGNMENTS)
 - Conducting the Final Exam (QUIZ)
 - Accessing Grades and Marks (MY GRADE)
- The Convenor will use the i-Lecture application for all Lectures

For this unit you should allocate time for:

- reading the materials as specified in the Course Schedule
- engaging with the learning materials
- participating in the weekly seminar topic discussions
- 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
- Living in a Mobile World
- 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
 - Social Media
 - Search-Engine Marketing/Optimisation
 - Word-of-Mouth/Viral Marketing
 - Advertising
 - B2B E-Marketing

OLMKTG E-Business Marketing Schedule – Summer Semester 2010/2011

WEEK NO. /DATE	LECTURE TOPIC	READINGS
Week 1 w/c 6 Dec	Unit Overview E-Business Marketing: Past, Present and Future <ul style="list-style-type: none"> • Converged Digital Media Platforms Web 2.0 	No. 1
Week 2 w/c 13 Dec	E-Marketing Strategy and E-Business Models	No. 2
Week 3 w/c 20 Dec	E-Marketing Strategy I: <ul style="list-style-type: none"> • Living in a Mobile world 	No. 3
Week 4 w/c 27 Dec	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 	No. 4
Week 5 w/c 3 Jan	E-Marketing Strategy III: Building “Online Presence” Through Branding And Customer Interface	No. 5
Week 6 w/c 10 Jan	E-Marketing Management: The Web, New Channels, New Worlds	No. 6
Week 7 w/c 17 Jan	E-Marketing Information Management 1: Market and Customer Information <ul style="list-style-type: none"> • Online Market Research applications • One-to-One Marketing • Database/Interactive Marketing CRM, Analytics 	No. 7 No. 8
Week 8 w/c 24 Jan	E-Marketing Information Management II: Communications, Advertising and Conversations <ul style="list-style-type: none"> • Social Media 	No. 9
Week 9 w/c 31 Jan	E-Marketing Information Management II: Communications, Advertising and Conversations (cont) <ul style="list-style-type: none"> • Online Advertising • Search Engine Marketing and Optimisation • Viral Marketing • B2B Marketing 	No. 10
Week 10 w/c 7 Feb	Course Review	
Week 11 w/c 14 Feb	Exam is scheduled on Friday 18th Feb 2010 (TBC).	

12. 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

13. 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

OLMKTG804 E-Business Marketing is assessed by weekly topic discussions, an E-Business Marketing Project and a Final Examination.

Item	Title	Due By	Mark s
1.	Weekly Topic discussions (individual)	As per Schedule organised in Week 1	20%
2.	Project (Individual)	Project Due – Sunday 6 Feb 6PM (Sydney time)	30%
3.	Final Exam (individual)	Friday 18 Feb 2011	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.

a. TOPIC DISCUSSIONS

Individual assessment (20%)

Addresses Learning Objectives 1, 2, 3

Students will be encouraged to participate in the weekly discussion on contemporary seminar topics to gain insights into key E-Business Marketing challenges, developments and implementation issues.

In Weeks Two to Nine, we will have discussions of selected topics, which relate to the lecture material in that week.

At the beginning of the week (Monday), the Lecturer will post discussion questions onto Blackboard in the OLMKTG804 / DISCUSSION AREA. Students will then be given the opportunity to research these areas and comment on the discussion topic. The Lecturer will be observing and contributing to the discussions each week, so as to encourage a “lively” and “interactive classroom”.

Students are expected to contribute to the discussion area throughout the whole summer semester. Students who regularly contribute to the discussions will be rewarded accordingly.

b. PROJECT

Individual (30%)

Addresses Learning Objectives 1, 2, 3

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

The project is designed to provide students with an insight as to how **Social Media** is currently 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.

Project Proposal

Each student must select an existing organisation and act as if you are the e-business marketing consultant hired to write the **social media** strategy plan.

*This project is **not** a literature review or a collection of online material reviewing an existing organisations published **Social Media** strategies or accomplishments.*

Australian or International organisations may be selected by students.

A 1 page Project Proposal must be prepared and submitted electronically via Blackboard by the end of Week 4.

Project Proposal Checklist:

- Student Name and contact details
- Company Name and Brief Background
- Description of what the project is about and the initiative being reported

Timings and Submitting the Final Project

The Project must be submitted via Blackboard in the ASSIGNMENT area no later than 1800 on Sunday 6 February 2011.

Recommended Project Structure:

<u>E-Business Marketing 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">• Introduction and Background• Analysis using current E-Business Marketing approaches• Key Research Findings (use of secondary research)• Value Proposition• Objectives• Strategies• Critical Success Factors (what needs to happen to make the plan successful)• Key Action Plan (to execute the plan)• Conclusion
✓	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

Assessment Guide for the Project:

- Research and Analysis (30%)
- Objectives and Strategies (40%)
- CCF and Key Actions (20%)
- Presentation of Report (10%)

c. **FINAL EXAM**

Individual (50%)

Addresses Learning Objectives 1, 2, 3

The final examination will be conducted online (using the Internet) at a venue close to your place of residence. All exams will be 'typed'. All exams will be 'closed book'.

- 'Non-Sydney' exams will be in a city where Macquarie University has an agent or other representation, under supervision.
- Sydney based students will do their exams in a computer lab at Macquarie University's North Ryde campus, under supervision.

The FINAL EXAM is scheduled on Friday 18 February 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. 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>

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14. 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

15. GRADES

Please refer to the Handbook of Postgraduate Coursework Studies 2010.

16. 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.

17. 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

18. 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>.

19. 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.