Year and Semester: 2012, Semester 1
Unit Convenor: John Edwards
Prerequisites: 2012 Handbook
(MKTG202 or MKTG203 or MKTG208 or MKTG210 or MKTG213 or BBA203 or BBA213) STAT122 or STAT170 or STAT171 or PSY122)
Credit points: Three

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

This unit introduces students to the areas of e-marketing and e-business. It covers concepts and frameworks in the areas of online marketing strategy, implementation and practice.

The purpose of the E-Marketing course is for students to acquire the skills necessary to develop and implement strategies for new-generation marketing and business development opportunities within their organisations. This unit is designed to introduce students to conceptualising, developing and using marketing in computer-mediated environments (CME). These are now the skills and capabilities required for Marketers and Sales / Business Development /Customer Service and Support staff working in Corporate, SME, or Government.

TEACHING STAFF

Convenor: John Edwards
E: john.edwards@mq.edu.au
P: 0417 066 068

Lecturer: John Edwards
E: john.edwards@mq.edu.au
P: 0417 066 068

Tutor: John Edwards
E: john.edwards@mq.edu.au
P: 0417 066 068
CONTACTING STAFF

Your Lecturer and Tutor is available for regular consultation depending on the nature of the correspondence.

Please email or call the Lecturer or Tutor if there are any questions you may have at any time.

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

CLASSES

- 13 Classes in the semester made up of 3 hours face-to-face teaching per week. This consists 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

- You must attend at least 80% of your scheduled tutorials.

PRIZES

None

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Required Textbook:


The textbook is available from the Co-Op Bookshop or www.amazon.com.au

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 iLearn.
Technology Used and Required

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

Unit Web Page

The course material is available on the learning management system (iLearn).

The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MQ/

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 and in bold).

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 students develop generic graduate capabilities:

1. Critical, Analytical and Integrative Thinking
2. Problem Solving and Research Capability
3. Creative and Innovative
4. Effective Communication
<table>
<thead>
<tr>
<th>WEEK NO./ DATE</th>
<th>LECTURE TOPIC</th>
<th>CASE STUDY &amp; READINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong> w/c 27 Feb 2012</td>
<td>Introducing Internet Marketing Online Business Models</td>
<td>Ch 1 of Text</td>
</tr>
<tr>
<td><strong>Week 2</strong> w/c 5 Mar 2012</td>
<td>The Internet – Micro and Macro Environment Tutorials commence this week Groups formed for presentations</td>
<td>Ch. 2 &amp; 3 of Text</td>
</tr>
<tr>
<td><strong>Week 3</strong> w/c 12 Mar 2012</td>
<td>Internet Marketing Strategies and Planning</td>
<td>Ch 4 of Text Tesco p267</td>
</tr>
<tr>
<td><strong>Week 4</strong> w/c 19 Mar 2012</td>
<td>The Internet and the Marketing Mix</td>
<td>Ch 5 of Text Napster p319</td>
</tr>
<tr>
<td><strong>Week 5</strong> w/c 26 Mar 2012</td>
<td>Relationship Marketing using the Internet eCRM – online service and support</td>
<td>Ch 6 of Text Dell p 375</td>
</tr>
<tr>
<td><strong>Week 6</strong> w/c 2 Apr 2012</td>
<td>Delivering the online customer experience Website Design / Usability / Metrics / Evaluation Mid-Semester Quiz held in the Tutorials</td>
<td>Ch 7 of Text</td>
</tr>
<tr>
<td></td>
<td>w/c 9 April and w/c 16 April = Recess</td>
<td></td>
</tr>
<tr>
<td><strong>Week 7</strong> w/c 23 Apr 2012</td>
<td>Digital Media Part 1 Wed 25 April is a Public Holiday (no tutorials on this day – they will be rescheduled)</td>
<td>Ch 8 of Text Lynx p486</td>
</tr>
<tr>
<td><strong>Week 8</strong> w/c 30 Apr 2012</td>
<td>Digital Media Part 2 Search Engine Marketing / Affiliate Marketing / email marketing / viral Marketing</td>
<td>Ch 9 of Text Google p565</td>
</tr>
<tr>
<td><strong>Week 9</strong> w/c 7 May 2012</td>
<td>Social Media</td>
<td>Facebook p493</td>
</tr>
<tr>
<td><strong>Week 10</strong> w/c 14 May 2012</td>
<td>Mobile Marketing</td>
<td>Case study posted on iLearn</td>
</tr>
<tr>
<td><strong>Week 11</strong> w/c 21 May 2012</td>
<td>B2C Online Marketing</td>
<td>Ch 11 of Text UK Grocery Market p636</td>
</tr>
<tr>
<td><strong>Week 12</strong> w/c 28 May 2012</td>
<td>B2B Online Marketing</td>
<td>Ch 12 of Text Case study posted on iLearn</td>
</tr>
<tr>
<td><strong>Week 13</strong> w/c 4 June 2012</td>
<td>Course Review</td>
<td></td>
</tr>
</tbody>
</table>
RESEARCH AND PRACTICE

- This unit uses research from external sources
  - 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

<table>
<thead>
<tr>
<th>Title/Name</th>
<th>Case Study and Presentation (30%)</th>
<th>Class Test (20%)</th>
<th>Final Examination (50%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Group case study project which consists of research, analysis, and presentation. 40 minute presentation followed by 10 minutes class discussion. Written report to be submitted in the tutorial</td>
<td>Closed Book 1 hour exam – multiple choice</td>
<td>Closed Book 2 hour exam</td>
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</tr>
<tr>
<td>Due date</td>
<td>As assigned in Week 2</td>
<td>Held in the Week 6 Tutorial Class</td>
<td>Please check the exam timetable for location and time</td>
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</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Topic Coverage Research component Depth of Analysis Presentation style</td>
<td>Multiple Choice type questions assessing understanding of Week 1 to 5 Topics</td>
<td>Essay type questions assessing the understanding of Week 6 to 12 Topics</td>
<td></td>
</tr>
<tr>
<td>Submission method</td>
<td>Presentation and Report to be submitted in hard copy in the tutorial</td>
<td>Exam held in the Week 6 Tutorial</td>
<td>On Campus exam</td>
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</tr>
<tr>
<td>Feedback</td>
<td>Mark and Comments within 1 week of presentation</td>
<td>Mark and feedback will be provided 24 hours after the quiz</td>
<td>N/A</td>
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<tr>
<td>Estimated student workload</td>
<td>30 hours</td>
<td>20 hours</td>
<td>40 hours</td>
<td>90 hours</td>
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<tr>
<td>Learning outcomes assessed</td>
<td>Evaluate the relevance of the internet to the modern marketing concept</td>
<td>5</td>
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<td>10</td>
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<td></td>
<td>Distinguish between internet marketing, e-marketing, e-commerce and e-business</td>
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<td>Identify the different elements of the macro and micro-environment that impact on an</td>
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<td>Discuss internet marketing strategy integrated with corporate marketing and business strategy</td>
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<td>10</td>
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<td>Discuss the influence of the internet on the marketing mix</td>
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<td>5</td>
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<tr>
<td>TOTAL HOURS</td>
<td>30%</td>
<td>20%</td>
<td>50%</td>
<td>100</td>
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</tbody>
</table>

- Any request for extension of projects 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.

**MID SEMESTER QUIZ**

The Mid Semester Quiz is based on the material covered in lectures in Weeks 1-5 and will take place in Week 6 during the tutorial times. There will be 30 multiple choice questions to be answered within 50 minutes.

**FINAL EXAMINATION**

A final examination is included as assessment tasks 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.

The University Examination period in First Half 2012 commences on 12 June 2012. (check the university web site for specific dates).

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/](http://www.timetables.mq.edu.au/)

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](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](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](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](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.

**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](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](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.