

School of Marketing and International Business

MARK 312 INTERNET MARKETING

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

Course Co-ordinator/Senior Lecturer: Dr James Richard
Office: Room 1104, Rutherford House
Phone: DDI 463-5415; Mobile 027 440 5485
Fax: 463-5231
Email: james.richard@vuw.ac.nz

My office hours are: Mondays; 11:30am – 12:30pm; other times by appointment

Course Administrator: Helen Hynes
Office: Room 1130, Rutherford House
Phone: DDI 463-5529
Email: helen.hynes@vuw.ac.nz

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June
Study Period: Monday 10 June – Thursday 13 June
Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: Mondays, 10:30 am to 11:20 am – Rutherford House – RHLT2
Wednesdays, 1:40 pm to 2:30 pm – Rutherford House – RHLT2

Tutorial Registration

Each student needs to sign up for one tutorial before the second week of the trimester (week beginning 11 March) using the S-CUBED - Tutorial & Workshop Signup System. Tutorial times can be found on Blackboard and/or S-CUBED.

Tutorials will commence in week 3, 18 March, 2013 and finish in week 10, 20 May, 2013.

Note: The first tutorials will be held in the RWW Computer Labs. Check Blackboard for which tutorial rooms and Computer Labs to attend.

Group Work

There is one group assessment in this course. The first part of the Internet Marketing (IM) strategy paper, the situation analysis, consists of group work. The group must find and agree on a business in order to research and prepare an IM strategy. It is expected that the preparation time for this group work will encompass 2 – 3 hours per week. The group will work together, write up the situational analysis and deliver the IM situational analysis document on the due date. This portion of the IM strategy will be group assessed; each individual will receive the same mark for the piece of work. Groups of maximum five students are to be formed during the tutorial in week 3. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project.

Expected Workload

Students can expect to spend between 7 and 9 hours per week on this course outside the classroom. This should include assigned reading, 2 hours; preparing for tutorials 1 hour; researching and reviewing additional material, 1 hour; preparing assignment 2 hours; group meetings 1-2 hours.

Course Learning Objectives

By the end of this course, students should be able to:

- 1) Describe the opportunities and limitations of applying Internet Marketing concepts to companies (assessed through Tutorials, Internet Marketing Strategy project and final examination);
- 2) Explain how an Internet Marketing strategy fits into an organisation's overall marketing framework (Individual web assessment, final examination);
- 3) Explore how the Internet can be used to provide added value to B-B and B-C business models (Tutorials, Internet Marketing Strategy project);
- 4) Gain insight into recent and expected technological changes and how these alter the traditional marketing practices (Tutorial participation, final examination);
- 5) Identify ways in which global marketing techniques must adapt to electronic – Internet channels (Individual web assessment, Internet Marketing Strategy project, final examination);
- 6) Design an Internet marketing strategy and prepare an implementation plan (Internet Marketing Strategy project).

Course Content

This course examines the impact of the Internet on traditional methods of marketing and the related business functions that enable and support it. It will explore the existing and future uses of the Internet for the marketing of various goods and services. In addition we will investigate the utility of the Internet as a tool for businesses to increase their effectiveness and efficiency. The focus of the course is not on mastering the technologies themselves, but on understanding their

business applications. A user-based understanding of the Web and associated information technology and the ability to use the Internet for research purposes is required.

MARK 312 TIMETABLE 2013 (Subject to change)

WEEK	TOPIC	READING
1 4 March	Course Introduction Internet Marketing Overview	Chapter 1
2 11 March	Internet Value Chain Internet Business Models – B2C & B2B	Chapter 2 Chapter 3
3 18 March	Direct-Response Foundations Database Foundations	Chapter 4
4 25 March	Understanding the Internet Consumer Customer Acquisition	Chapter 5 Chapter 6
5 8 April	Customer Acquisition B2B Markets	Chapter 7 Chapter 10
6 15 April	Customer Relationships Individual Web-site assignment due Wednesday 12:00 noon	Chapter 11
MID-TERM BREAK		
7 29 April	Effective Web sites & Maintaining Web sites	Chapter 12
8 6 May	Social Media and Search IM group situation analysis due Wednesday 12:00 noon	Chapter 8 & 9
9 13 May	Customer Service Customer Support	Chapter 13
10 20 May	Evaluating Marketing Programs Mobile marketing	Chapter 14 Chapter 16
11 27 May	Guest Speaker – e-marketing; Jonny Mole (Director, Chilli Marketing) Monday Guest Speaker – e-communities; Fraser Carson (Director, Fresco) Wednesday	
12 3 June	Social and Regulatory Issues Review IM Strategy: individual paper due Wednesday 12:00 noon	Chapter 15
END OF TERM		

Readings

Required text: This text can be purchased from VicBooks.

Roberts, M. L., & Zahay, D. (2013). *Internet marketing: Integrating online and offline strategies* (3rd ed.). Mason, OH: South-Western Cengage.

Additional materials such as case studies, readings, etc. will be made available to course participants and listed on Blackboard during the course.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorial preparation. Students will not require computers or additional material for the MARK 312 final examination

Assessment

MARK 312 is assessed on the basis of tutorial participation; an individual paper; one major group project and presentation; and a final examination as outlined below:

Assessment		Learning objective	Due Date
Tutorial synopsis and participation	10%	LO1,3 & 4	Ongoing
Individual web site assessment	20%	LO2	Wednesday 17 April – 12:00 noon
Internet Marketing report	40%	LO1,3,5,6	
<i>Situation analysis (group) - 10%</i>			Wednesday 8 May – 12:00 noon
<i>Strategy (individual) – 30%</i>			Wednesday 5 June – 12:00 noon
Final Examination (2 hours)	30%	LO1,2,4,5	14 June – 3 July
Total	100%		

It is particularly important that you read the assigned material before attending each lecture and tutorial. The success of the course itself, as well as the depth of understanding you take away from it, is dependent on your preparation for and participation in each class session. Written assignments must be submitted electronically and a hard copy handed in by 12:00 noon on the due date. (Assignments may be delivered in class, to the lecturer's office, or in Box 10 Mezzanine Floor, Rutherford House.)

Word length guidelines are shown below for each piece of written assessment:

Tutorial participation: 1 page synopsis of the tutorial issues to be discussed handed in at beginning of tutorial.

Individual web site assessment: 1,500 words maximum.

Internet Marketing report:

Situation analysis (group): 1,000 word maximum (does not include Appendices)

Strategy (individual): 2,000 word maximum (does not include Appendices)

Detailed assignment requirements and assessment criteria are available on Blackboard, under Course Assessment. Penalties for exceeding the word limit will be enforced.

Penalties

In fairness to other participants, work submitted after the deadline, or exceeding the word count will incur a penalty.

Late assignments: Assignments received after the deadline will have 10% deducted from the grade, per day. For example, an assignment that is two days late will lose 20% of the available grade (i.e. a 78% becomes a 62.4%). However, assignments received 7 days after the due date will not be marked. Consequently, late assignments may jeopardise your ability to pass the course. In the event of unusual circumstance (e.g., serious illness, or family bereavement) participants should discuss waiver of the penalty with the course co-ordinator.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 5% for every 10% words over the limit. That is, if the word limit is set at 2,000 words, a 5% penalty will be applied for every 200 words over the limit. The word limit does not include appendices or references.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for the detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

14 June – 3 July

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

1. Obtain a minimum mark of 40% in all assigned work.
2. Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 312 Blackboard announcements and/or communicated through e-mail. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
