

School of Marketing and International Business

MARK 404 ADVANCED INTERNET MARKETING

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

Dr James Richard – Senior Lecturer and Course Co-ordinator
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My office hours are: Mondays; 11:30am – 12:30pm; other times by appointment

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

Format: Three hours seminar each week.

Seminars: Tuesday: 10:30am to 1:20pm – Rutherford House – RHG01

Expected Workload

The workload will vary throughout the course, however, at a minimum you will be expected to:

- 1) attend 3 hours of class per week
- 2) complete assigned reading – 2 - 3 hours per week
- 3) research and prepare for weekly seminars – 3 - 4 hours per week
- 4) prepare for Internet research project – 2 - 4 hours per week

Course Learning Objectives

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

- 1) Explain the impact of the Internet on marketing and an organisation's overall marketing framework in both B2C and B2B contexts (class participation, final test)
- 2) Interpret recent and expected technological changes and how these alter the traditional marketing practices (class participation, final test, reviewer assignment)
- 3) Conduct seminars to critically review Internet marketing articles (seminar presentations, reviewer assignment)
- 4) Use the Internet to conduct research with a full awareness of the advantages and disadvantages (Internet research project)
- 5) Demonstrate a working knowledge and understanding of Internet marketing research implementation issues (class participation, final test, Internet research 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. We will explore, through academic articles and research, 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 effectiveness and efficiency. The focus of the course is not on mastering the technologies themselves, but on understanding their business applications from a research perspective. A user-based understanding of the Web and associated information technology and the ability to use the Internet for research purposes is required.

The following areas will be covered during the course:

- Impact of the Internet and digitalisation
- Conducting research on the Internet
- Electronic data collection
- Ethical considerations
- Emerging trends in research
- Intelligence gathering
- Internet reliability and validity

MARK 404 TIMETABLE 2013 (Subject to change)

WEEK/DATE	TOPIC
1 6 March	Course Introduction and Overview Impact of the digital world
2 13 March	Internet usage State of the research; Trends, forecast, impact
3 20 March	Internet search and research State of the research; Trends, forecast, impact
4 27 March	Internet surveys Methodology; Issues
5 10 April	Internet consumer (behaviour) State of the research; online focus groups; Qualitative research
6 17 April	e-commerce (B2B) State of the research; Trends, forecast, impact
MID-TERM BREAK	
7 1 May	Internet strategy State of the research; Impact on marketing Internet research proposal due 4:00 pm
8 8 May	Web Design State of the research
9 15 May	Retailing State of the research
10 22 May	Trust and ethics State of the research; Reliability, Validity Review Pulling the bits together, what does it all mean
11 29 May	Final Test
12 5 June	Research presentations Internet research paper due 4:00 pm
END OF TERM	

Readings

Suggested Readings

Mohammed, R. A., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2004). *Internet marketing: Building advantages in the networked economy* (2nd ed.). Boston: McGraw-Hill/Irwin.

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

Additional readings will be assigned each week as a basis for the seminar presentations. However you are expected to undertake additional research to prepare for each class.

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 404 is assessed on the basis of class participation; two seminar presentations and write up; two reviewer write ups; and one Internet research project as outlined below:

Assessment		Learning objective
Class Participation (ongoing)	15%	1, 2, 5
Seminar presentations (two as scheduled)	20%	3,
Reviewer assignment (two as scheduled)	5%	2, 3
Internet research project (approx 3,000 words due 5 June) and summary	40%	4,5
Final Test (29 May in class)	20%	1, 2
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 5 Mezzanine Floor, Rutherford House.)

Final test

The final test for this course will take place during the regular class on: **Wednesday 29th May 2013.**

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.

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 50% in the final test.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 404 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.
