TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing and International Business

MARK 306 INTERNET MARKETING

Trimester One 2007

COURSE OUTLINE

Contact Details

James Richard – Lecturer and Course Co-ordinator

Room 1104, Rutherford House,
School of Marketing and International Business
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My office hours are:

Mondays	10:30 AM – 12:00 noon
Thursdays:	11:30 AM – 1:00 PM
Other times by appointment	

Class Times and Room Numbers

Format: Three hours lecture plus one-hour tutorial each week

Lectures: Mondays, 9:30 to 10:20 AM – Government Building – GBLT3

Thursdays, 9:30 to 11:20 AM – Government Building – GBLT3

Tutorials: **To be confirmed and finalised during the first week of class. Each student needs to sign up, in class or on Blackboard, for one tutorial time. Tentative times are:**

Tutorials will commence in week 3, 12 March 2007.

Mondays, 10:30 AM to 11:20 AM – RWW 129 & RWW414
Mondays, 11:30 AM to 12:20 PM – RWW 129 & RWW414
Mondays, 12:40 PM to 1:30 PM – RWW 128

Thursdays, 11:30 AM to 12:20 PM – RHG01 & GBG04
Thursdays, 12:40 PM to 1:30 PM – RWW 129 & RWW 128
Thursdays, 1:40 PM to 2:30 PM – GBG04

Note that Tutorials will be held in Computer Labs RWW 102, RWW 202, RWW302 and RWW402 on the following dates 12 and 15 March; 19 and 22 March; 30 April and 3 May. Please check Blackboard as to which Computer Lab to attend.

Final examination: A two-hour examination will be held during the 5 June – 1 July examination period.

Course Objectives

On completion of this course, participants will be able to:

- Understand how an Internet Marketing strategy fits into an organisation's overall marketing framework (Individual web assessment).

- Explain the opportunities and limitations of applying Internet Marketing concepts to companies (Tutorials and Internet Marketing Strategy project).

- Explore how the Internet can be used to provide added value to B-B and B-C business models (Group presentation).

- Gain insight into recent and expected technological changes and how these alter the traditional marketing practices (Tutorial participation).

- Identify ways in which global marketing techniques must adapt to electronic – Internet channels (Group presentation and Internet Marketing Strategy project).

- Demonstrate a working knowledge and understanding of Internet marketing concepts, implementation issues and Internet marketing strategy development (Internet Marketing Strategy project and final examination).

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.

The course will incorporate lectures, class discussions, cases, text material, on-line material, guest speakers, in-class exercises, assignments, and projects.

Expected Workload

Students can expect to spend between 12 and 14 hours per week on this course outside the classroom. This should include assigned reading, 3 – 4 hours; preparing for tutorials 2 – 3 hours; researching and reviewing additional material, 2 – 3 hours; preparing assignment 3 – 4 hours; group meetings 2 – 3 hours.

Group Work

There are two group assessments in this course. Preparation outside of class time for the group presentation is expected to take no more than 2 hours per week. The group will be assessed based on the final document as well as on individual presentation of the material during the presentation. Each individual is expected to contribute equally to the final outcome.

The first part of the IM strategy paper also includes a group work component. 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 by 3 May 2007. This portion of the IM strategy will be group assessed; each individual will receive the same mark for the piece of work.

Readings

Required text:

Siegel, C. F. (2006). Internet Marketing: Foundations and applications (2nd ed.). Boston: Houghton Mifflin.

This text can be purchased from the University Bookshop.

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 306 final examination.

Assessment Requirements

MARK 306 is assessed on the basis of tutorial participation; an individual paper; one major group project and presentation; and a final examination as outlined below:

Tutorial participation (ongoing)	10%
Individual web site assessment (due 5 April)	15%
Assigned group presentation (due as assigned)	10%
Internet marketing situation analysis - group (3 May)	10%
Internet marketing strategy - individual (24 May)	25%
Final Examination (2 hours; 5 June – 1 July examination period)	<u>30%</u>
Total	**100%**

It is particularly important that you read the assigned material <u>before</u> 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.

Tutorials: Tutorial times and rooms will be announced in class 1 March and on Blackboard. The preparation of tutorial material is an essential part of MARK 306. Each week specific topics and questions will be discussed. At the start of each tutorial each student is responsible to hand in a one page (A4 size), hand written or typed, summary answer for that tutorial. Tutorials will consist of discussion, in-class assignments and explanations of material. You will find the detail for each tutorial under *Assignment/Tutorial assignments* on Blackboard.

MARK 306 TIMETABLE   (Subject to change)

W = Week; S = Session

W	**S**	**DATE**	**TOPIC**	**READING**
1	1	26 Feb	Course Introduction and Overview	
	2	1 March	Internet Marketing	Chapters 1 & 2
2	3	5 March	Internet Value Chain	Chapter 11
	4	8 March	Internet Business Models – B2C	Chapter 9
3	5	12 March	Internet Business Models – B2B	
	6	15 March	Direct-Response Foundations	Chapter 8
			Guest Speaker – e-commerce	
			(F. Carson – Match Communications)	
4	7	19 March	Database Foundations	
	8	22 March	Understanding Internet Consumer	Chapter 3
5	9	26 March	Customer Acquisition	Chapter 4
	10	29 March	Customer Relationships	
6	11	2 April	Leverage Marketing Knowledge	Chapter 7
	12	5 April	**Guest Speaker** – Data Mining (M. Archibald - DataMine)	
			Individual Web-site assignment due	

MID-TERM BREAK

W	**S**	**DATE**	**TOPIC**	**READING**
7	13	23 April	Customer contact	
	14	26 April	Effective Web sites	Chapter 14
8	15	30 April	Maintaining Web sites	
	16	3 May	**Guest Speaker –** Web Design	
			(F. Carson – Match Communications)	
			IM group situation analysis due	
9	17	7 May	Web Marketing Programs	Chapter 13
	18	10 May	Evaluating Marketing Programs	
10	19	14 May	Customer Service	Chapter 10
	20	17 May	Customer Support	Chapter 12
11	21	21 May	Future of Internet	
	22	24 May	Current Issues	Chapter 6
			Guest Speaker – Crisis (A. Waugh – InterConnect)	
			IM Strategy individual paper due	
12	23	28 May	Social and Regulatory Issues	Chapter 5
	24	31 May	Security & IP	
			Guest Speaker – Security (TBD)	

END OF TERM

MARK 306 TUTORIAL TIMETABLE   (Subject to change)

	WEEK OF	TOPIC	
1	26 February	NO TUTORIAL	
2	5 March	NO TUTORIAL	
3 – T1	12 March	**Value Chains and B2C Business Models**	**Computer Lab**
4 – T2	19 March	**B2B Business Models and Web Usability**	**Computer Lab**
5 – T3	26 March	**Internet Foundations and the consumer**	
6 – T4	2 April	**Customer acquisition**	
		MID-TERM BREAK	
7 – T5	23 April	**Customers relationships**	
8 – T6	30 April	**Effective Web sites**	**Computer Lab**
9 – T7	7 May	**Web marketing programs**	
10 – T8	14 May	**Customer service and support**	
11	21 May	NO TUTORIAL	
12	28 May	NO TUTORIAL	

Individual web site assessment: Due in class or Box 3 Mezzanine Floor, Rutherford House by 5PM on due date. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*.

The goal of the website assessment paper (maximum 1,500 words) is to make a **subjective analysis** of the current Internet marketing approach of a New Zealand company. Analyse and evaluate this site critically (give the web address), using your general marketing knowledge, understanding of the Internet and marketing concepts learned in this course, and through your outside research. Consider such elements as the overall impact of the site, goal and appearance of the organisation on the Internet, differentiation from competitors, added value, Internet marketing techniques used, customer satisfaction, effectiveness, possible improvements, etc. The key goals of this assignment are the ability to form and articulate **your** impressions of the effectiveness of the chosen web site, while recognising and comparing concepts learned through practice of a business currently active on the Internet, and applying your analytical skills.

Assigned Group Presentation: Groups will be assigned by the course co-ordinator during the first two weeks of class, with approximately four students per group. Each week as assigned, starting in week 3, a different group of students will undertake independent research and present the group assignment to the class. In addition to the presentation the group will write a brief report (maximum 2,000 words) about their findings to be handed in at the beginning of the lecture. The main goal of the assignment is to prepare an in-depth study of a specific Internet marketing concept and share the findings with the other students.

Attention will be given to enthusiasm, expression and voice (tempo, tone, and persuasiveness), content (structure), audio-visual support, professional appearance, application of theory, etc. Creativity will be rewarded!!

Marking criteria for the assigned group presentation is available on Blackboard under *Course Information/Assessment/Presentation Evaluation Form*.

Internet Marketing Strategy project:

IM group situation analysis – A brief proposal outline and preliminary scan (2- 3 pages, 1,000 words or less) is due week 8, Thursday 3 May, in class or Box 3 Mezzanine Floor, Rutherford House by 5PM. The proposal should outline the scope of the project, what you plan to do, the current business situation (situation analysis) and what you see as the initial issues to be addressed. Include a brief company description and company contact person details (include e-mail address).

IM Strategy individual paper – The final report is to be delivered in class or in Box 3 Mezzanine Floor, Rutherford House by 5PM on the due date. The Internet marketing strategy report should follow from the **IM group situation analysis;** addressing the issues determined from the that analysis in order to demonstrate the students' analysis and strategic thinking ability, capability for developing long term plans in an Internet business environment and applying the Internet marketing concepts learned. In addition the students apply relevant findings, based on in-depth primary and secondary research and integrating concepts learned, in order to develop an Internet company strategy, taking into consideration interrelated internal and external marketing influences. Marking criteria is available on Blackboard under *Course Information/Assessment/Evaluation Forms*. The word limit is 1,500 – 2,000 words, excluding reference and appendices.

A general Internet marketing plan outline is available on Blackboard: *Assignment/IM Strategy Group project*. Elements of the proposal **MAY** include (but not limited to, and certainly not complete or ranked):

• Company Description	• Vision
• Mission	• Strategic Focus and Plan
• Goals and objectives	• Situation Analysis
• SWOT	• Market-Product Focus
• Segmentation	• Positioning
• Marketing Program	• Price
• Chance of success on-line / risk analysis	• Advantage and disadvantages of appearance on the Internet
• Environmental factors	• Critical Success Factors
• Resourcing	• Outsourcing
• Value chain	• Web site design / web shop content
• Privacy	• CRM programs
• Budget	• Domain name
• Implementation program	• Internet Marketing instruments
• Business model	• Competitor analysis
• Revenue generation	• Personalisation

Written reports should be professional and business-like, attention will be given to appearance, layout, title page, research done, depth of solution, application of theory, clear style, English usage, structure and references (APA style). You may want to refer to Blackboard: *Course Documents/Referencing in written material*.

Penalties

In fairness to other participants, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of 5% for each day late. In the event of

unusual circumstance e.g., serious illness, family bereavement, participants should discuss waiver of the penalty with the course co-ordinator.

Mandatory Course Requirements

To meet mandatory course requirements in MARK 306, students must:

1. Attend six (6) of the eight scheduled tutorials and for each tutorial submit a one-page synopsis of the tutorial issues to be discussed.
2. Submit all of the assigned work on the due dates as outlined in the timetable.
3. Attend the final exam and obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

The overall pass mark will be 50% of the total marks i.e., 50.

Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 306 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

You will be asked for your SCS username and student ID. Click on the MARK 306 course name under **My Courses**.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances

- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support
- Notice of Turnitin Use

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.