TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Marketing and International Business

MARK 404 ADVANCED 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
DDI 463-5415   FAX 463-5231   Mobile 0274 405 485

james.richard@vuw.ac.nz

My office hours for MARK404 are:

        Tuesdays   3:30 – 4:30

        Other times by appointment

Class Times and Room Numbers

Format: Three hours lecture and seminar

Lectures: Tuesday, 12:30 to 3:20 PM – Government Building – GBG07

Course Objectives

MARK404 is designed to augment the research focus of the Honours Marketing program. The course emphasises independent research and analysis of the Internet marketing literature. On completion of this course, participants will be able to:

- Better understand the impact of the Internet on marketing and an organisation's overall marketing framework.

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

- Critically review Internet marketing articles

- Understand the advantages and disadvantages of using the Internet to conduct research

- Demonstrate a working knowledge and understanding of Internet marketing research implementation issues

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

The following areas will be covered during the course:

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

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) assigned reading – 2 - 3 hours per week
3) research and prepare for weekly seminars – 3 - 4 hours per week
4) preparation for Internet research project – 2 - 4 hours per week

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.

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, and will submit your own reading list to me at the start of each session.

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.

MARK 404 TIMETABLE   (Subject to change)

W	DATE	TOPIC
1	27 Feb	**Course Introduction and Overview** Impact of the digital world
2	6 March	**Internet usage** State of the research Trends, forecast, impact
3	13 March	**Internet search and research** State of the research, intelligence gathering Issues, concerns, methodologies
4	20 March	**Internet surveys** Methodology Issues
5	27 March	**Internet consumer (behaviour)** State of the research Online focus groups Qualitative research
6	3 April	**e-commerce (B2B** State of the research Trends, forecast, impact **Internet research proposal due 5:00 pm.**
		MID-TERM BREAK
7	24 April	**Internet strategy** State of the research Impact on marketing
8	1 May	**Web design** State of the research
9	8 May	**Retailing** State of the research
10	15 May	**Trust and ethics** State of the research Reliability Validity
11	22 May	**Summary & Research presentations** Pulling the bits together, what does it all mean? **Internet research paper due 5:00 pm.**
12	29 May	**Research presentations**

END OF TERM

Assessment Requirements

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:

Class Participation (ongoing)	15%
Seminar presentations (two as scheduled)	30%
Reviewer assignment (two as scheduled)	15%
Internet research project (due 22 May 2007) and presentation	<u>40%</u>
Total	**100%**

Note: The research project is to be delivered to me by 5:00 pm 22 May 2007. Your research presentations will be held on the 22 and 29 May.

There is no final examination for MARK404.

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 404, students must submit all of the assigned work on the due dates as outlined in the course outline.

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 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

You will be asked for your SCS username and student ID. Click on the MARK 404 course name under **My Courses**.

Faculty of Commerce and Administration Offices

<u>Railway West Wing (RWW) - FCA Student and Academic Services Office</u>

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.