

**BMA684
Electronic Marketing
(Part-Time)**

Semester 2, 2008

This unit will be offered in:

Hobart

The lecturing team responsible will be:

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<http://www.utas.edu.au/mgmt/student.htm>

Introduction to the Unit

Since the Internet's deregulation in the early 1990s, increasing use of the Internet, by both businesses and consumers is having a profound effect upon commerce worldwide. As part of this process, many argue that every sub-discipline within marketing has been irrevocably transformed. Marketing theorists and practitioners are beginning to recognise the need to revise traditional practices and, where necessary, to modify previously established principles of marketing. The aim of this unit is therefore to assist students in understanding how and why the Internet is changing business in general, and marketing specifically, and to equip them with a framework which will enhance their capacity to secure competitive advantage in a constantly changing environment.

This unit will commence with an introduction to the broad concepts of marketing, putting in place a foundation upon which to base subsequent discussion. Before exploring the essential Internet marketing skills and how these are implemented through the customer's experience in more detail, we will consider the way in which the market opportunity may be identified and defined in this changing environment. The impact of the Internet upon the fundamentals of the marketing mix will be explored, but we will also take into consideration the importance of ongoing exchange relationships between suppliers and buyers, the creation of online communities and the overarching process of branding.

Throughout, the unit will emphasise the impact emerging interactive technologies have on the design and information technology of Internet marketing, and the implications for marketing strategy. **As a marketing unit, the focuses are upon the impact of the Internet with regard to *marketing theory and practice* rather than the technical programming and design aspects of associated information systems.**

Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

Learning Outcomes

On completion of this unit, you should be able to:

- To discuss how fundamental marketing theories and practices may be challenged through the marketplace environment of the Internet.
- To consider the various online marketing tools (expanding from the basic marketing mix components) and explore how associated strategic levers may be implemented as part of an Internet marketing framework.
- To illustrate the manner in which Internet marketing programs may be implemented in conjunction with traditional practices to secure competitive advantage in a rapidly changing environment.
- To identify and understand the key trends and critical issues in Internet marketing within the Australian marketing landscape and how these can be managed within a particular industry.

Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge

- Students will develop an understanding of the marketing and management activities specific to Internet marketing.
- Students will be presented with aspects of the theoretical foundations of marketing as they relate to the online environment.
- Students will learn to research, analyse and synthesis information relevant to Internet marketing.

Communication Skills

- Students will be encouraged to communicate effectively using written mediums and to present well-reasoned arguments in a logical and coherent manner.
- Students will develop group-work skills through the process of developing and delivering team-based workshops.

Problem Solving Skills

- Students will learn how to analyse Internet marketing problems and suggest feasible solutions to them through workshop activities.
- Students will be encouraged to work effectively with others through workshops and group projects.

Global Perspective

- Students will gain an understanding of the growth and importance of Internet marketing and e-commerce in Australia and globally.

Social Responsibility

- Students will be encouraged to act ethically, with integrity and social responsibility, in the development and implementation of marketing strategy on the Internet.
- Students will develop an appreciation of the effects of the new economy on individuals and organisations.

Texts

Prescribed Texts

Hanson, W. & Kalyanam, K. 2007. *Internet marketing & e-Commerce*. Mason, OH: Thomson/South Western.

School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Writing Assignments: A Guide

School of Management Referencing Style

Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

Books

Chaffey, D. 2007. *Total e-mail marketing: Maximizing your results from integrated e-marketing*. Burlington, MA: Elsevier.

Chaffey, D., Mayer, R., Johnston, K. & Ellis-Chadwick, F. 2006. *Internet marketing: Strategy, implementation and practice*. London: Pearson Education.

Dann, S. & Dann, S. 2004. *Strategic internet marketing* (2nd ed.). Sydney: Wiley.

Eisenmann, T.R. 2002. *Internet business models: Texts and cases*. New York: McGraw-Hill.

Forrest, E. 2003. *Internet marketing intelligence*. Sydney: McGraw-Hill.

Hanson, W.D. 2000. *Principles of Internet marketing*. Ohio: South-Western College Publishing.

Kagami, M., Tsuji, M. & Giovannetti, E. 2003. *The Internet revolution: A global perspective*. Cambridge: Cambridge University Press.

Kleindl, B.A., 2003. *Strategic electronic marketing: Managing e-business* (2nd ed.). Mason, Ohio: Thompson South Western.

Kotler, P. 2006. *Principles of marketing*. NSW: Pearson Prentice Hall.

Kotler, P. & Keller, K, L. 2006. *Marketing management*. NJ: Pearson Prentice Hall.

Mohammed, R. 2002. *Internet marketing: Building advantage in the network economy*. Boston: McGraw-Hill.

Mohammed, R., Jaworski, B. & Fisher, R.J. 2004. *Internet marketing: Building advantage in the network economy*. Boston: McGraw-Hill.

O'Connor J., Galvin, E. & Evans, M. 2004. *Electronic marketing: Theory and practice in the twenty-first century*. Essex: Prentice Hall Financial Times.

O'Connor, J. & Galvin, E. 2001. *Marketing in the digital age*. England: Financial Times Prentice Hall.

Reedy, J. & Schullo, S. 2004. *Electronic marketing: Integrating electronic resources into the marketing process* (2nd ed.). Mason, Ohio: Thompson South Western.

Richardson, P. 2001. *Internet marketing: Readings and online resources*. New York: McGraw-Hill.

Roberts, M.L. 2003. *Internet marketing: Integrating online & offline strategies*. New York: McGraw-Hill.

Sheth, J.N., Eshghi, A. & Krishnan, B.C. 2001. *Internet marketing*. London: Harcourt College.

Strauss, J., Frost, R. & El-Ansary, A. 2006. *E-marketing* (4th ed.). Upper Saddle River, New Jersey: Prentice Hall.

Urban, G. 2004. *Digital marketing strategy: Text and cases*. Upper Saddle River, New Jersey: Prentice Hall.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

Peer-Reviewed Academic Journals

Electronic Markets

European Journal of Marketing

International Journal of Information Management

International Journal of Internet Marketing and Advertising

International Journal of Electronic Commerce

Journal of Database Marketing and Customer Strategy Management

Journal of Interactive Marketing

Journal of Marketing

Journal of Marketing Management

Journal of Retailing

Sloan Management Review

Harvard Business Review

Magazines' & Newspapers' Websites

American Association of Advertising Agencies: <http://www.aaaa.org>

American Marketing Association: www.marketingpower.com

Asia Internet: <http://asia.internet.com>

Australian IT: <http://australianit.news.com.au>

Australian Financial Review: www.fairfax.com.au

B&T Weekly (Incorporating Professional Marketer): www.bandt.com.au

Business Review Weekly: www.brw.com.au

E-Marketer: www.emarketer.com

Online Research Firms

ACNielsen: www.acnielsen.com.au

Forrester Research: www.forrester.com

Jupiter: www.jup.com

Gartner Group: www.gartner.com

comScore Media Metrix: www.comscore.com/

O'Reilly: www.oreilly.com

Unit Structure

There will be seven three-hour workshops scheduled on Saturdays. These workshops are a compacted style of teaching the conventional weekly lecturer/tutorial, with face-to-face contact between students and lecturers usually occurring every two weeks. It is essential that students complete the required reading and study tasks from the unit outline (and/or accompanying unit materials) before the workshop. In this matter, students will be able to keep up with the study schedule and will be prepared to discuss the material during the workshops.

Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See *Learning Online* at <http://uconnect.utas.edu.au/> for computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a word document from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
Coursework			
Workshop paper 1	5	Monday 28 July (12:00 pm)	500 words maximum*
Workshop paper 2	5	Monday 1 September (12:00 pm)	500 words maximum*
Workshop paper 3	5	Monday 15 September (12:00 pm)	500 words maximum*
Workshop paper 4	5	Monday 13 October (12:00 pm)	500 words maximum*
In-class test 1	15	Workshop 3 (23 August)	30 minutes
In-class test 2	25	Workshop 6 (4 October)	50 minutes
Major group assignment	40	Wednesday 29 October (12:00 pm)	3000 words maximum*
Total Marks	100		

* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

Test

Format

The format of the test may include a combination of multiple choice, true or false, short answer essay and case study questions.

Examination

Format

There will be no external examination for this unit.

Special Consideration and Student Difficulties

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer or the Postgraduate Academic Adviser in the first instance. The Postgraduate Academic Adviser can provide assistance with academic issues arising from your studies and identify appropriate support for general personal issues. The Postgraduate Academic Adviser is located in Room 320b in the Commerce Building in Hobart and can be contacted by phone on 6226 1939.

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

Submission of Coursework

Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

Hobart students: Lodge in assignment box at room 316, Commerce & Economics Building.

Launceston students: Lodge in assignment box beside room A170.

All coursework must be handed in at 12.00 pm on the due date.

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

Tests

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

Return of Coursework

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own, for example:

- using an author's words without putting them in quotation marks and citing the source;
- using an author's ideas without proper acknowledgment and citation; or
- copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

Occupational Health and Safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Workshop Program

Workshops are held from 09:45 am to 1:00 pm every second Saturday from 19 July to 18 October 2008.

Part 1: Foundations

Workshop 1 – Saturday 19 July: Introduction to Internet marketing

“Introduction” & “A Digital World”

- Read Chapters 1 & 2.
- Read provided marketing articles.
- Students to form major assignment groups (a maximum of three students per group).
- Students to be assigned to specific group (A, B or C) for the workshop paper series.

Workshop 2 – Saturday 02 August: Net marketing framework

“Networks” and “Individuals Online”

- Read Chapters 3 & 4.
- Selected students to lead workshop discussions based on their first workshop papers.
- Group activity - students to calculate their own lifetime value to the various companies whose products they use on a regular basis. For example, if a student spends \$20 a week at McDonald’s now, what is he or she worth to McDonald’s over the next twenty years? How can new technologies help companies maintain consumers as they grow older and their tastes change?

Part 2: Essential skills

Workshop 3 – Saturday 23 August: Web business model

“Web Business Model”, “Usability, Credibility, and Persuasion” and “Traffic Building”

- Read Chapters 5, 7 & 8.
- In-class test (chapters 1 to 4).

Workshop 4 – Saturday 06 September: Web business model

“Personalisation”, “Creating Commitment” and “Innovation and the Net”

- Read Chapters 9 to 11.
- Selected students to lead workshop discussions based on their second workshop papers.
- Group activity – students are to read the “Red Cross to the 2004 tsunami in south Asia” case in chapter seven (pp 212–216) and discuss the four key factors that influence a website’s credibility, and how each of those factors can persuade a casual site viewer to become a donor, customer, and a subscriber.

Workshop 5 – Saturday 20 September: Web business model

“Online Branding” and “Pricing in an Online World”

- Read Chapters 6 & 12.
- Selected students to lead workshop discussions based on their third workshop papers.
- Group activity – as a marketing manager, what personalisation steps could you take to build switch costs into the following products and thereby keep customers longer?
 - Broadband Internet service
 - Subscription to a cooking magazine
 - Car services

Part 3: e-Commerce

Workshop 6 – Saturday 04 October: e-Commerce

“Internet Retailing and “Consumer Channels”

- Read Chapters 13 & 14.
- In-class test (chapters 5 to 12).

Workshop 7 – Saturday 18 October: e-Commerce

“B2B e-Commerce”, “Online Research” and “Organising for Online Marketing”

- Read Chapters 15 to 17
- Selected students to lead workshop discussions based on their final workshop papers.
- Review

Assignment Topics

Workshop Paper Series

There are four workshop papers for this unit, each worth 5 marks. Students will be assigned to a group (A, B or C) during workshop one. Students are required to submit four (500 word) individual workshop papers each addressing questions specifically assigned to their group. Students will be randomly selected by the lecturer during each workshop to lead discussions based on their workshop papers.

Workshop papers are part of the overall academic assessment and should be appropriately referenced. The topics for each group are outlined below.

Workshop paper 1

Due Date: Monday, 28 July (12:00pm)

Length: 500 words

Value: 5 marks

Group A.

In your own words, explain why the Internet is different from any other communications medium or transactions channel. Why do the differences matter to marketers?

Group B.

How has the Internet shifted marketing strategies from a focus on mass production and brand management to customer management? Discuss in detail the technology developments behind this trend and identify some of the potential benefits and pitfalls in this approach for marketers.

Group C.

In addition to cost savings for businesses, digital substitution also leads to new capabilities. The textbook gives an example of online language translations as a way to reach customers worldwide. Identify another business need or operation that could be enhanced by digital substitution and discuss the potential benefits. Explain how Moore's law and digital environments could play a role.

Workshop paper 2

Due Date: Monday, 1 September (12:00pm)

Length: 500 words

Value: 5 marks

Group A.

Explain how age, income and education influence likely Internet use. In your answer, explore potential concerns about a “digital divide” in Australian society and address how marketers must adjust their campaigns to reach a widely segmented audience.

Group B.

Beyond the basic goal of attracting the best traffic at the least cost, what are some of the different goals a company might have in creating a web traffic campaign? In your answer, discuss how the firm could evaluate whether the campaign accomplished the goals.

Group C.

A key feature of the maturing Internet is the steady trend toward mobility. Discuss the existing and emerging technologies that marketers could use to reach online users on the road, and identify some of the potential concerns that businesses face when they attempt to follow online consumers away from their desktops.

Workshop paper 3

Due Date: Monday, 15 September (12:00pm)

Length: 500 words

Value: 5 marks

Group A.

Discuss how speed-to-market affects factors such as profits, innovativeness and standards. In each instance, identify the potential risk if a new product is delayed in reaching the consumer market.

Group B.

Explain how the value-creating benefits of online communities can contribute to effective customer retention programs for marketers. Your answer should draw upon discussions of dialogue marketing, loyalty programs and methods for learning from online communities.

Group C.

The textbook in Chapter 9 refers to personalisation as the “democracy of goods.” Explain what the author means by this analogy. Do you agree with the author? Why and why not?

Workshop paper 4

Due Date: Monday, 13 October (12:00pm)

Length: 500 words

Value: 5 marks

Group A.

Identify the potential benefits and challenges for companies moving to direct online distribution channels. Your answer should explain how companies can balance expected benefits from online direct sales with potential channel conflicts, and address how companies can best transition from traditional and intermediary sales models to direct channels.

Group B.

Discuss why media integration is of particular importance in branding campaigns. Give examples of multi-media campaigns from your reading and explore how the different venues contribute to different stages of the campaign.

Group C.

A greater emphasis on personalisation is a central goal across Internet marketing strategies. Discuss how pricing approaches can be personalised and identify the primary emerging techniques in this area. In your answer, you should describe the potential benefits to firms and to consumers in creating greater individualisation around pricing and identify the risks businesses could face with this approach.

Major Group Assignment

Due Date: Wednesday 29 October 2008

Length: 3000 words

Value: 40 marks

This assignment will be undertaken in **groups of a maximum of three students**. This requirement reflects the team-based nature of the marketing industry and will allow you to “brain storm” ideas for this assignment.

Your task

Using the knowledge and understanding you have developed during the unit, critically analyse and evaluate Wotif.com’s approach to Internet marketing. Based on the unit’s web business model (chapters 5 to 12), evaluate Wotif.com’s approach to aspects of Internet marketing that give it a competitive advantage.

The report is expected to have a strong focus on current developments in Internet marketing and take an “in-depth” view of whether Wotif.com operates within a best practice Internet marketing approach. There is no one best approach to this assignment but you are expected to demonstrate your understanding of the concepts and models underpinning Internet marketing as a discipline, using Wotif.com to show your evaluation and critical abilities in terms of linking theory with practices.

NOTE:

- The group’s work should reflect the equal contributions of all members. Each member will receive the same mark unless it can be demonstrated universally by the other members that a particular group member did not contribute, in which case differential marks may be awarded.
- You **are not** required to define any of the marketing theories in your assignment. You are required, however, to fully reference the case facts you report in your assignment. You are expected to support your report with a minimum of fourteen (14) references from relevant academic texts (including your prescribed text), contemporary academic journals, professional journals and/or professional magazines. **Avoid referencing coursework from other universities or from dubious websites.**
- The assignment should be presented in the form of a report, and the word limit includes such items as headings, in-text references and quotes. It **does not** include the reference list at the end of the assignment.

Study Schedule

Semester 2, 2008

Workshop	Date	Text Chapter	Topic	Due Dates
1	19 July	1 & 2	“Introduction” & “A Digital World”	
2	2 August	3 & 4	“Networks” and “Individuals Online”	Workshop paper 1 (Monday 28 July)
3	23 August	5, 7 & 8	“Web Business Model”, “Usability, Credibility, and Persuasion” and “Traffic Building”	In-class test (covering workshops 1 & 2)
4	6 September	9, 10 & 11	“Personalisation”, “Creating Commitment” and “Innovation and the Net”	Workshop paper 2 (Monday 1 September)
5	20 September	6 & 12	“Online Branding” and “Pricing in an Online World”	Workshop paper 3 (Monday 15 September)
6	4 October	13 & 14	“Internet Retailing and “Consumer Channels”	In-class test (covering workshops 3 to 5)
7	18 October	15, 16 & 17	“B2B e-Commerce”, “Online Research” and “Organising for Online Marketing”	Workshop paper 4 (Monday 13 October)
Examination Period: 25 October—11 November 2008				
A Calendar/Study Planner showing dates is available from the School of Management website at http://www.utas.edu.au/mgmt/student.htm .				