BMA684
Electronic Marketing

Semester 1, 2014

THIS UNIT IS BEING OFFERED
in HOBART and by DISTANCE

Teaching Team:
Ms Lingling Gao (Unit Coordinator)

CRICOS Provider Code: 00586B
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Contact Details

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## Unit Description

The increasing use of the internet and other digital media by both businesses and consumers is having a profound effect upon the facilitation of trade and communication globally. For consumers, these advancing technologies provide information, convenience, and a much wider choice of products, services and prices from worldwide suppliers. For businesses, these technologies provide new channels to market their products and services and an opportunity to expand into new markets.

As the internet continues to grow at an exponential rate, many argue that the field of marketing has been irrevocably transformed. Marketing theorists and practitioners are combining new technologies with traditional practices, where necessary, to modify previously established marketing strategies and techniques to create and deliver value in the rapidly changing marketplace. The aim of this unit is to assist students to acquire a deeper understanding of the internet environment, the electronic marketing concepts, techniques and processes, and to equip them with a working knowledge of how to effectively integrate online tools into traditional marketing practices.

This unit will commence with a broad overview of the development of the internet in the last decade, putting in place a foundation upon which to base subsequent discussion during the course. Before exploring the impact of the internet on the fundamentals of the marketing mix (product, pricing, distribution, marketing communication and relationship management), we will consider the ways in which the market opportunity may be identified and defined in this new environment. We will also take into consideration the importance of online communities and the overarching process of branding. This discussion culminates in a look at the design of an e-marketing plan.

As a marketing unit, the focus is 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.

## Prior Knowledge &/or Skills or Pre-Requisite Unit(s)

None

## Enrolment in the Unit

Unless there are exceptional circumstances, students should not enrol in this unit after the end of week two of semester, as the Tasmanian School of Business and Economics (TSBE) cannot guarantee that:

- any extra assistance will be provided by the teaching team in respect of work covered in the period prior to enrolment; and
- penalties will not be applied for late submission of any piece or pieces of assessment that were due during this period.
### Intended Learning Outcomes and Generic Graduate Attributes

<table>
<thead>
<tr>
<th>In this unit you will learn:</th>
<th>Intended Learning Outcomes</th>
<th>Assessment Methods</th>
<th>Graduate Attribute Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical evaluation of how fundamental marketing theories and practices may be challenged through the marketplace environment of the internet</td>
<td>Display an understanding of the fundamental marketing theories and practices in an online marketing environment.</td>
<td>Online tests, discussion papers and major individual e-marketing plan</td>
<td>The assessments and teaching activities in this unit have been designed to develop the following graduate attributes in students:</td>
</tr>
<tr>
<td><strong>Online Tests</strong></td>
<td><strong>Knowledge</strong> (1): Basic, broad subject knowledge specific to the discipline of study and the ability to apply that knowledge to diverse business situations.</td>
<td></td>
<td><strong>Problem-solving</strong> (2): Effective problem-solving skills including the ability to apply business-related theories, models and methods and logical thinking to a range of multi-dimensional business-related problems.</td>
</tr>
<tr>
<td>To consider the various online marketing tools and explore how associated strategic levers may be implemented as part of an e-marketing plan</td>
<td>Conduct independent research on the use of contemporary online marketing tools.</td>
<td>Group meetings and major individual e-marketing plan</td>
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</tr>
<tr>
<td>Identify and discuss how traditional marketing theories and practices can be challenged by the advancement of the internet and how companies can overcome such challenges.</td>
<td>Display an understanding of the integrated marketing communication concept and analyse how a company can create synergy from its various marketing tools.</td>
<td>Discussion papers and major individual e-marketing plan</td>
<td>Ability to locate, analyse, evaluate and effectively use information from a range of media and in a number of different formats.</td>
</tr>
<tr>
<td>To identify and understand the global trends and critical issues in electronic marketing within the internet marketing landscape and how these can be managed within a particular industry</td>
<td>Identify and analyse marketing issues in the current global digital marketing landscape.</td>
<td>Online tests, discussion papers, group meetings, and major individual e-marketing plan</td>
<td><strong>Group Meetings</strong></td>
</tr>
<tr>
<td>Discuss the application and limitations of electronic marketing in a specific sector within the selected industry(ies).</td>
<td><strong>Global Perspective</strong> (3): Group and interpersonal skills to sensitively connect, collaborate and negotiate with people from diverse global cultures and backgrounds in a professional context.</td>
<td></td>
<td><strong>Social Responsibility</strong> (1): Ability to apply the ethical requirements of University study.</td>
</tr>
<tr>
<td><strong>Communication</strong> (3): Written communication skills to create clear and detailed analyses and non-biased recommendations for executives and CEOs.</td>
<td><strong>Global Perspective</strong> (2): Ability to evaluate and incorporate the influence of the global environment in business analyses.</td>
<td><strong>Social Responsibility</strong> (2-3): Social responsibility through consideration of social groups in business practices.</td>
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</tr>
</tbody>
</table>
Learning Expectations and Teaching Strategies/Approach

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

- identify various electronic marketing theories and practices that support online business decision-making;
- identify and understand the key trends and critical issues in electronic marketing within the internet marketing landscape and how these can be managed within a particular industry;
- illustrate the manner in which an e-marketing plan may be implemented in conjunction with traditional practices to secure competitive advantage in a rapidly changing environment; and
- provide a basic framework to enable the design of an e-marketing plan.

In order to achieve these learning outcomes, the unit will comprise a 13 topic lecture series and a 12 tutorial program (see pages 20-21 for details). The assessment of the learning outcomes will occur through three pieces of assessment: four online tests, four discussion papers and one individual e-marketing plan.

Expectations

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes as and when required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

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.utas.edu.au/work-health-safety/
Learning Resources

Prescribed Text


Recommended Texts


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). The following refereed journals publish articles concerning marketing issues related to business and management practice:

*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*
Useful Websites

American Association of Advertising Agencies: http://www.aaaa.org
American Marketing Association: http://www.marketingpower.com
Asiaone Digital: http://network.asiaone.com
Australian IT: http://australianit.news.com.au
E-Marketer: http://www.emarketer.com
ACNielsen: www.acnielsen.com.au
Forrester Research: http://www.forrester.com
Jupiter: http://www.jupiter.com
Gartner Group: http://www.gartner.com
comScore Media Metrix: http://www.comscore.com/
O’Reilly: http://www.oreilly.com
Stanford Web Credibility Research: http://credibility.stanford.edu

My Learning Online (MyLO)

This unit is web dependent, and access to the online MyLO unit is required. Log into MyLO at: http://www.utas.edu.au/learning-teaching-online and then select BMA684 from the list of units. For help using MyLO go to http://www.utas.edu.au/learning-teaching-online/new-mylo/home.

Technical requirements for MyLO

For help and information about setting up your own computer and web browser for MyLO, see: http://uconnect.utas.edu.au/

You can access the University network and MyLO via a laptop computer or other mobile device. See: http://uconnect.utas.edu.au/uana.htm

MyLO can be accessed in the Library computers and in computer labs. See: http://www.utas.edu.au/it/computing-distributed-systems/computer-labs-facilities-and-locations

For further technical information and help, contact the UTAS Service Desk on 6226 1818 or at http://www.utas.edu.au/service-desk/
MyLO Expectations

1. Students are expected to maintain the highest standards of conduct across all modes of communication, both with staff and with other students. Penalties may be imposed if the Unit Coordinator believes that, in any instance or mode of communication, your language or content is inappropriate or offensive. MyLO is a public forum. Due levels of respect, professionalism and high ethical standards are expected of students at all times.

2. Submission of assessment tasks via MyLO presumes that students have read, understood and abide by the requirements relating to academic conduct, and in particular, those requirements relating to plagiarism. All work submitted electronically is presumed to be “signed-off” by the student submitting it as their own work. Any breach of this requirement will lead to student misconduct processes.

3. MyLO is an internet service for teaching and learning provided by the University. It is expected that at least once a day students will check MyLO.

Student Feedback via eVALUate

At the conclusion of each unit students will be asked to provide online responses to a number of matters relating to the learning and teaching within that unit. All students are asked to respond honestly to these questions, as all information received is used to enhance the delivery of future offerings.

Details of Teaching Arrangements

Lectures

There will be a series of thirteen (13) lectures held weekly throughout the semester.

Tutorials

There will be a series of twelve (12) tutorials held weekly throughout the semester. The tutorial program will commence in Week 2. All students are required to enrol in a tutorial for this unit. Tutorial enrolments will be completed through MyLO during the first week of semester. Students who have not enrolled in a tutorial prior to the commencement of the tutorial program in week two will be allocated to a tutorial time by the Unit Coordinator. Students are encouraged to attend all tutorial sessions.

Communication, Consultation and Appointments

Email Correspondence:
Students are also expected to check their UTAS email site on a regular basis (at least three times a week). Students submitting requests or queries to staff via email should provide very clearly their: Family name, Preferred name, Student ID, Unit code (i.e. BMA684) and allow teaching staff at least two (2) business days to reply. Staff are not required to respond to emails in which students do not directly identify themselves, which are threatening or offensive, or that come from external (non-UTAS) email accounts. Students are advised not to have their UTAS email forwarded to an external email service (such as Gmail or Hotmail). In the past there have been significant issues where this
has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month.

Consultation and Appointments:
Consultation with the lecturer will be by appointment.

Assessment

Assessment Schedule

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 assessment item are outlined below.

<table>
<thead>
<tr>
<th>Assessment Items</th>
<th>Due Date</th>
<th>Value/Weighting</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 x Online Tests</td>
<td>Continuous</td>
<td>10 marks each to a total of 40 marks</td>
<td>20 multiple choice questions – 25 minutes</td>
</tr>
<tr>
<td>4 x Discussion Papers **</td>
<td>Weeks 3, 5, 9, &amp; 12</td>
<td>5 marks each to a total of 20 marks</td>
<td>40-45 minutes*</td>
</tr>
<tr>
<td>Individual e-marketing Plan</td>
<td>Friday 13 June 2:00 pm</td>
<td>40 marks</td>
<td>3,500 words maximum*</td>
</tr>
</tbody>
</table>

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

**Topics for discussion papers are listed on pages 10-11.

Assessment Item 1 – Mini In-tutorial Tests

Task Description: You are required to complete four (4) online tests, which are designed to test your understanding of the key concepts covered in each of the lectures. Each test will be randomly constructed for every student. The test can be taken at a time of your choice during the designated week (see below). Students will need to log on to MyLO using their University electronic mail username and password.

A time limit of 25 minutes will apply for each test.

Please note that each test will open at 5.00pm on the Friday following the last tutorial of the week and close at 2.00pm on Sunday in the week following the last tutorial (i.e. 9 days later).

It is advised that you mark the following online test dates in your diaries for completion.

Task Length Each online test will have 20 multiple choice questions (25 minutes).

Due Date: Test 1, 10 marks, covering chapters 1 & 2 of the prescribed textbook: 5.00pm Friday 14 March - 2.00pm Sunday 23 March

Test 2, 10 marks, covering chapters 3, 4, & 5 of the prescribed textbook: 5.00pm Friday 28 March - 2.00pm Sunday 6 April
Test 3, 10 marks, covering chapters 6, 7, & 8 of the prescribed textbook:
5.00pm Friday 11 April - 2.00pm Sunday 20 April

Test 4, 10 marks, covering chapters 9, 10, & 11 of the prescribed textbook:
5.00pm Friday 9 May - 2.00pm Sunday 18 May

Value: 10 marks each test for a total of 40 marks

Assessment Item 2 – Discussion Papers

Task Description: There are four (4) discussion papers for this unit. Students are required to submit 4 individual discussion papers addressing 2 questions specifically assigned to each scheduled tutorial. Students will be randomly selected by the lecturer during each scheduled tutorial to lead discussions based on their discussion papers.

Discussion papers are part of the overall academic assessment and to get the full 20 marks for this assessment, each student must submit all 4 individual discussion papers through MyLO and be prepared to lead discussions during all scheduled tutorials.

The topics for discussion papers are outlined below.

Task Length 250 words per discussion question (500 words maximum per paper)

Due Date: Weeks 3, 5, 9, & 12

Value: Each discussion paper is worth a total of 5 marks and the total value of this assessment is 20 marks

Assessment Criteria: | 100%-80% | 80%-60% | 40%-20% |
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<tbody>
<tr>
<td>The discussion paper will provide a concise and clear discussion addressing all parts of the two questions.</td>
<td>The discussion paper will provide a concise discussion addressing most parts of the two questions.</td>
<td>The discussion paper will demonstrate limited understanding of the topics and fail to address all parts of the two questions.</td>
</tr>
<tr>
<td>The discussion paper will demonstrate a detailed command of marketing language and concepts. It will conform to the presentation standards set in the School’s essay presentation guide.</td>
<td>The discussion paper will demonstrate a command of marketing language and concepts.</td>
<td>The discussion paper will consist of all or some of the following: spelling errors, exceeding word limit, and poor presentation.</td>
</tr>
</tbody>
</table>

Discussion paper 1 (chapters 1 & 2)
Due Date: 14 March, Week 3
Length: 500 words
Value: 5 marks

Question 1
Differentiate between e-business, e-marketing, e-commerce, and mobile commerce.

Question 2
Define e-marketing strategy and explain how it is used.

Discussion paper 2 (chapters 3, 4, & 5)
Due Date: 28 March, Week 5
Length: 500 words
Value: 5 marks

Question 1
What is the pricing and distribution strategy used by eBay.com?

Question 2
How is wireless internet access likely to influence e-marketing around the world?

Discussion paper 3 (chapters 6, 7, & 8)
Due Date: 2 May, Week 9
Length: 500 words
Value: 5 marks

Question 1
What individual characteristics influence online behaviour?

Question 2
Define the four main segmentation bases and list at least two segmentation variables for each.

Discussion paper 4 (chapters 12, 13, & 14)
Due Date: 23 May, Week 12
Length: 500 words
Value: 5 marks

Question 1
What are the five traditional marketing communication tools, and what are some social media platform examples of each?

Question 2
What are location-based services, and how do users and marketers benefit from them?
Assessment Item 3 – Individual E-marketing Plan

**Task Description:** This individual assignment requires you to develop an e-marketing plan (based on chapter 3 of your prescribed text book) for a web-based firm, chosen from the list below, with a product/service to be ‘sold’ online. Specifically, you are required to provide a critical analysis of how you intend to make strategic use of the marketing levers associated with your tier 2 strategies (product, pricing, distribution, marketing communication and relationship management) to ‘sell’ your product/service online. In your discussion, consider the importance of customer experience and highlight any potential issues/challenges of your chosen strategies. **Browse the internet to familiarise yourself with the nature of marketing strategies employed by a number of entities active in your chosen industry.**

Choose ONE (1) of the following firms:

1. A Shanghai-based online clothing company selling products to customers internationally.
2. An American-based online cosmetic retailer selling cosmetic products internationally.
3. An Australian-based wine producer expanding to international markets.
4. An Australian-based web hosting company offering online conferencing/meeting services to business people in Australia.

- This individual e-marketing plan is expected to have a strong focus on current development of the internet and take an in-depth view of how your chosen organisation operates within a best practice electronic marketing approach.

- There is no one best approach to this e-marketing plan, however you are expected to demonstrate your understanding of the concepts and processes underpinning electronic marketing as a discipline.

- The e-marketing plan 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.

- You are **not** required to define any of the marketing theories in your e-marketing plan. You are required, however, to fully reference the case facts you report in your e-marketing plan. You are expected to support your report with a minimum of fifteen (15) 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.**

- An executive summary and contents page are NOT required.

**Task Length** 3,500 words
**Due Date:** Friday, 13 June, 2:00pm. (Submission of e-marketing plan - a hard copy to the assignment box and upload an electronic copy on MyLO; Distance – MyLO only)

**Value:** 40 marks

### Special Consideration and Student Difficulties

Students 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 in the first instance.

Should a student require assistance in accessing the Library, visit the Library website for more information at [http://www.utas.edu.au/library/](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.html#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.html#eits)
<table>
<thead>
<tr>
<th>Criteria</th>
<th>100%</th>
<th>80%</th>
<th>60%</th>
<th>40%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Introduction &amp; Tier 1 Strategies</strong></td>
<td>The Introduction will provide a concise identity of the company and clear purpose of its business. The Tier 1 Strategies including an Overall Analysis (SWOT and Environmental) will provide critical insights into the target organisation, their competitors, and their defined market/target customers.</td>
<td>The Introduction will provide a concise identity of the company and the purpose of its business. The Tier 1 Strategies including an Overall Analysis (SWOT and Environmental) will provide some insights into the target organisation, their competitors, and their market/target customers.</td>
<td>The Introduction will provide an identity of the company and the purpose of its business. The Tier 1 Strategies including an Overall Analysis (SWOT and Environmental) and will provide a description of the target Organisation, their competitors, and their market/target customers.</td>
<td>The Introduction will provide incomplete information of the company and the purpose of its business. The Tier 1 Strategies including an Overall Analysis (SWOT and Environmental) and will provide limited description of the target organisation, their competitors, and their market/target customers.</td>
<td>The Introduction will provide minimal information of the company and the purpose of its business. The Tier 1 Strategies including an Overall Analysis (SWOT and Environmental) will provide no insights (critical or descriptive) into the target organisation, their competitors, and their market/target customers.</td>
</tr>
<tr>
<td>Total 10 marks (25%)</td>
<td>Use SMART objective setting framework to generate and justify marketing objectives</td>
<td>The e-marketing Objectives will provide a range of logical and plausible goals based on the information and the critical insights presented in the Overall Analysis. The SMART objectives in the plan will be entirely consistent with SMART framework presented in the unit.</td>
<td>The e-marketing Objectives will provide a range of logical and practical goals based on the information presented in the Overall Analysis. The SMART objectives in the plan will be consistent with SMART framework presented in the unit.</td>
<td>The e-marketing Objectives will provide a range of goals that are largely logical and practical based on the information presented in the Overall Analysis. The SMART objectives in the plan will be largely consistent with SMART framework presented in the unit.</td>
<td>The e-marketing Objectives will provide an incomplete summary of goals partly based on the information presented in the Overall Analysis. The SMART objectives in the plan will demonstrate little if any understanding of the SMART framework presented in the unit.</td>
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<tr>
<td>Tier 2 Strategies - which must be interrelated with tier 1 Strategies</td>
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<tr>
<td><strong>Total 15 marks (37.5%)</strong></td>
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<tr>
<td><strong>Insightful and plausible</strong> Tier 2 Strategies are generated and justified that demonstrate an extremely perceptive synthesis of theory and issues analysis to achieve all e-marketing objectives with specific focus to enhance customer experience and satisfaction.**</td>
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</tr>
<tr>
<td><strong>Insightful and plausible</strong> Tier 2 Strategies are generated and justified that demonstrate perceptive synthesis of theory and issues analysis to achieve all e-marketing objectives with specific focus to enhance customer experience and satisfaction.**</td>
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</tr>
<tr>
<td><strong>Plausible and mostly insightful</strong> Tier 2 Strategies are generated and justified that demonstrate a reasonable synthesis of theory to achieve some e-marketing objectives with limited focus to enhance customer experience and satisfaction.**</td>
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<tr>
<td><strong>Some plausible Tier 2 Strategies are generated and partly justified that demonstrate a partial synthesis of theory and issues analysis to achieve limited e-marketing objectives with no focus to enhance customer experience and satisfaction.</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Writing using academic language and structure and adhere to referencing conventions and acknowledging sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total 5 marks (12.5%)</strong></td>
</tr>
<tr>
<td><strong>Logical structure and a coherent, concise and fluent argument in marketing specific academic language. Acknowledge all relevant sources. Accurate and consistent referencing system.</strong></td>
</tr>
<tr>
<td><strong>Logical structure and a coherent, concise well developed argument in marketing specific academic language. Acknowledge all relevant sources. Accurate and consistent referencing system.</strong></td>
</tr>
<tr>
<td><strong>Well organised argument, mostly logical, concise and coherent, and in marketing specific academic language. Acknowledge all relevant sources. Mostly accurate referencing system.</strong></td>
</tr>
<tr>
<td><strong>Argument generally organised and coherent and generally in marketing specific academic language. Acknowledge most relevant sources. Reasonably accurate referencing system.</strong></td>
</tr>
<tr>
<td><strong>Argument partially organised and sometimes coherent with some marketing specific academic language. Acknowledge some sources. Some referencing conventions followed.</strong></td>
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</tbody>
</table>
# Submission of Assessment Items

## Lodging Assessment Items

Assignments must be submitted electronically through the relevant assignment drop box in MyLO. All assessment items must be handed in by 2.00pm on the due date. Where appropriate, unit coordinators may also request students submit a paper version of their assignment.

All assignments must have a TSBE Assignment Cover Sheet, which is available as a blank template from the TSBE website: [http://www.utas.edu.au/business-and-economics/student-resources](http://www.utas.edu.au/business-and-economics/student-resources). All assignments must include your name, student ID number, tutorial day/time, and your tutor’s name. **If this information is missing the assignment will not be accepted and, therefore, will not be marked.**

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

## Late Assessment and Extension Policy

1. In this Policy
   - (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   - (b) ‘late’ means after the due date and time; and
   - (c) ‘assessment items’ includes all internal non-examination based forms of assessment.
2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.
3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.
4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be **made in writing** to the Unit Coordinator on or before the due date. Students will need to provide **independent supporting documentation** to substantiate their claims.
5. Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.
6. Assessment items submitted more than five (5) days late will not be accepted.
7. Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

## Academic Referencing and Style Guide

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.
The appropriate referencing style for this unit is: the Harvard style. For information on presentation of assignments, including referencing styles: http://utas.libguides.com/referencing

### Review of Assessment and Results

#### Review of Internal Assessment

It is expected that students will adhere to the following policy for a review of any piece of continuous/internal assessment. The term continuous/internal assessment includes any assessment task undertaken across the teaching phase of any unit (such as an assignment, a tutorial presentation, and online discussion, and the like), as well as any capstone assignment or take-home exam.

Within five (5) days of release of the assessment result a student may request a meeting with the assessor for the purpose of an informal review of the result (in accordance with Academic Assessment Rule No. 2 Clause 22 – www.utas.edu.au/university-council/university-governance/rules). During the meeting, the student should be prepared to discuss specifically the marks for the section(s) of the marking criteria they are disputing and why they consider their mark(s) is/are incorrect. The assessor will provide a response to the request for review within five (5) days of the meeting.

If the student is dissatisfied with the response they may request a formal review of assessment by the Head of School, with the request being lodged within five (5) days of the informal review being completed. A Review of Internal Assessment Form must be submitted with the formal review (http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/review_of_assessment.pdf).

#### Review of Final Exam/Result

In units with an invigilated exam students may request a review of their final exam result. You may request to see your exam script after results have been released by completing the Access to Exam Script Form, which is available from the TSBE Office, or at the following link – http://www.utas.edu.au/business-and-economics/student-resources. Your unit coordinator will then contact you by email within five (5) working days of receipt of this form to go through your exam script.

Should you require a review of your final result a formal request must be made only after completing the review of exam script process list above. To comply with UTAS policy, this request must be made within ten (10) days from the release of the final results (in accordance with Academic Assessment Rule No. 2 Clause 22 – www.utas.edu.au/university-council/university-governance/rules). You will need to complete an Application for Review of Assessment Form, which can be accessed from www.studentcentre.utas.edu.au/examinations_an_results/forms_files/review_of_assessment.pdf. Note that if you have passed the unit you will be required to pay $50 for this review.

*The TSBE reserves the right to refuse a student request to review final examination scripts should this process not be followed.*
**Further Support and Assistance**

If you are experiencing difficulties with your studies or assessment items, have personal or life-planning issues, disability or illness which may affect your study then you are advised to raise these with your lecturer or tutor in the first instance.

If you do not feel comfortable contacting one of these people, or you have had discussions with them and are not satisfied, then you are encouraged to contact the Director of Postgraduate Programs:

- **Name:** Dr Rob Hecker  
- **Room:** 307, Commerce Building, Sandy Bay  
- **Phone:** 03 6226 1774  
- **Email:** 03 6226 2170

There is also a range of University-wide support services available to students, including Student Centre Administration, Careers and Employment, Disability Services, International and Migrant Support, and Student Learning and Academic Support. Please refer to the Current Students website at [www.utas.edu.au/students](http://www.utas.edu.au/students) for further information.

If you wish to pursue any matters further, then a Student Advocate may be able to assist. Information about the advocates can be accessed from [www.utas.edu.au/governance-legal/student-complaints](http://www.utas.edu.au/governance-legal/student-complaints).

Academic Misconduct and Plagiarism

**Academic misconduct** includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

(a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

(b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline. This can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see www.utas.edu.au/universitycouncil/legislation.

**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;
- copying another student’s work; or
- using one’s own work from previously submitted assessment items if repeating a unit.

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.academicintegrity.utas.edu.au. 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.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see http://www.utas.edu.au/plagiarism or follow the link under ‘Policy, Procedures and Feedback’ on the Current Students homepage.
Tutorial/Workshop Program

Note that the tutorial program does not commence until Week 2 of semester.

Tutorials in this unit will follow a participative style of discussion and interactivity. Tutorials are an important part of your studies for this unit. You are required to prepare well for each tutorial in advance so that you can contribute to, and get the most from, tutorial discussion. Your contribution to tutorial discussion can be in various forms including, but not limited to, presenting your answers to the discussion papers, chairing and/or contributing to the in-tutorial group meetings, actively participating in group activities, posing questions, and making comments on other students’ answers.

**Week Two:**
E-marketing plan group forming:
- Students are required to form groups of a minimum of TWO (2) and a maximum of THREE (3) students and hold group meetings during tutorial sessions in weeks 4, 8, & 11.
- Each member of the group must organise and chair a minimum of ONE (1) of the THREE (3) meetings.

Group activities:
- What is the impact of e-marketing at the individual, community, and societal levels?

**Week Three:**
- Selected students to lead discussions based on their discussion paper (1).

**Week Four:**
- First e-marketing plan group meeting.

**Week Five:**
- Selected students to lead discussions based on their discussion paper (2).

**Week Six:**
- Case study.

**Week Seven:**
- Case study.

**Week Eight:**
- Second e-marketing plan group meeting.

**Week Nine:**
- Selected students to lead discussions based on their discussion paper (3).

**Week Ten:**
- Case study.

**Week Eleven:**
- Third e-marketing plan group meeting.

**Week Twelve:**
- Selected students to lead discussions based on their discussion paper (4).
**Week Thirteen:**
Group activities:
- What are the five levels of user engagement? Provide an example of each.
- Why are social media’s three unique aspects important to advertisers?
- What are the advantages and disadvantages of social media as compared to a company’s own website?

**Study Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>24 February</td>
<td>1</td>
<td>Past, Present and Future</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>3 March</td>
<td>2</td>
<td>Strategic E-Marketing and Performance Metrics</td>
<td></td>
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<tr>
<td>3</td>
<td>10 March</td>
<td>3</td>
<td>The E-Marketing Plan</td>
<td>Discussion paper 1 Due 14/3/2014</td>
</tr>
<tr>
<td>4</td>
<td>17 March</td>
<td>4 &amp; 5</td>
<td>Global E-Marketing and Ethical and Legal Issues</td>
<td>Online test 1</td>
</tr>
<tr>
<td>5</td>
<td>24 March</td>
<td>6 &amp; 7</td>
<td>E-Market Research and Consumer Behaviour Online</td>
<td>Discussion paper 2 Due 28/3/2014</td>
</tr>
<tr>
<td>6</td>
<td>31 March</td>
<td>8</td>
<td>Segmentation, Targeting, Differentiation, and Positioning Strategies</td>
<td>Online test 2</td>
</tr>
<tr>
<td>7</td>
<td>7 April</td>
<td>9</td>
<td>Product: The Online Offer</td>
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<tr>
<td>8</td>
<td>14 April</td>
<td>10</td>
<td>Price: The Online Value</td>
<td>Online test 3</td>
</tr>
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</table>

**Mid-semester break: Friday 18 – Friday 25 April inclusive**

<table>
<thead>
<tr>
<th>Week</th>
<th>Start of Week</th>
<th>Text Chapter</th>
<th>Topic</th>
<th>Due Dates</th>
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<tbody>
<tr>
<td>9</td>
<td>28 April</td>
<td>11</td>
<td>The Internet for Distribution</td>
<td>Discussion paper 3 Due 2/5/2014</td>
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<tr>
<td>10</td>
<td>5 May</td>
<td>12 &amp; 13</td>
<td>E-Marketing Communication: Owned and Paid Media</td>
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<tr>
<td>11</td>
<td>12 May</td>
<td>14</td>
<td>E-Marketing Communication: Earned Media</td>
<td>Online test 4</td>
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<tr>
<td>12</td>
<td>19 May</td>
<td>15</td>
<td>Customer Relationship Management</td>
<td>Discussion paper 4 Due 23/5/2014</td>
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<tr>
<td>13</td>
<td>26 May</td>
<td>Review</td>
<td>Review and E-Marketing plan report discussion</td>
<td></td>
</tr>
</tbody>
</table>

*No exam for this unit. Major individual e-marketing plan due on Friday, 13 June at 2:00pm*