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JUN 03 2003

Course Outline

Course Number Course Name

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Course Outline

A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Part Time Studies

Course Number MKTG 1352 (CRN 47259)

Course Name Electronic Marketing

Start Date: January 06, 2004

End Date: March 24, 2003

Total Hours: 36 Total Weeks: 12

Term/Level: 10 Course Credits: 3

Hours/Week: 3 Lecture: 1 Lab: 2

Shop: Seminar: Other:

Prerequisites

Course No. Course Name

Course Number is a Prerequisite for:

Course No. Course Name

■ Course Description (required)

The focus of this course will be to provide the student with e-Marketing techniques and strategies that can help any forward-thinking organization be competitive in today's business environment. Key areas that promise to leverage the power of Internet are: customer relationship management (CRM); 1:1 marketing; permission-based e-mail marketing; viral marketing; attributes of a good Website and Website marketing goals; Website promotion / search engine positioning / ranking, and key Internet technologies/ terminology/acronyms. (3 Credits)

■ Detailed Course Description (optional)

The Internet and the Web are enabling technologies that allow businesses to meet their objectives more effectively. These technologies add value to a business by enhancing the value proposition to customers, reducing operational inefficiencies within the organization, streamlining supply chains, increasing connectivity among companies, between a company and its customers and among consumers, making everything faster and eliminating the constraints of time and distance. The purpose of this course is to prepare you as a manager to leverage the power of these technologies and make intelligent strategic and tactical e-Marketing decisions.

The extent to which e-Marketing decisions can either strengthen or weaken a company's relationship with its customers will be a recurring theme in the course.

We will set the stage with a brief introduction to the Internet and the technology that enables e-Marketing, as well as an overview of the rise and fall of the dot-coms. It will be shown that the 4 P's of Marketing remain important and that e-Marketing techniques are natural technological extensions of basic Marketing principles.

We will examine the basic marketing strategy considerations that must form a part of any e-Marketing plan. Following this, we will examine the applications and techniques of e-Marketing from a customer lifecycle perspective, summarized as: pre-sales activities,

selling activities and post-sales activities. We will discuss some practical implementation, management and organizational topics that should be addressed before undertaking an e-Marketing project. We will examine the attributes of a good Website and learn how to set and meet electronic marketing goals. We will also discuss and apply key tools and techniques used in e-Marketing which fully leverage the power of Internet to meet your goals including: customer relationship management (CRM); 1:1 marketing; permission-based e-mail marketing; viral marketing; and Website promotion / search engine positioning / ranking.

We will introduce key Internet technologies/ terminology/acronyms so that you are conversant enough with this information to deal with technologists and other internet based professionals.

Finally, we will consider the future of e-Marketing in the light of expected changes in technology.

■ Evaluation

Mid-Term Exam	15%	Comments: To be successful in this class, you must plan to participate in class discussions on a regular basis. More value will be placed on thoughtful and memorable comments than on a rewording of material in the text. To assist you, the textbook provides questions and E-Tasks at the end of each chapter which will help you to fully appreciate the concepts in the text and will greatly increase your ability to offer high quality comments during class
Individual Term Project	25%	
Group Term Project	45%	
Class Participation and Lab Exercises	15%	
TOTAL	100%	

■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- Assess and evaluate their own and competitor's web presence and e-marketing plans based on established standards and criteria
- Define key website promotion techniques
- Apply the appropriate e-Marketing techniques based on their organization overall and specific internet based marketing goals and objectives
- Design appropriate e-Marketing campaigns
- Identify impacts of e-Marketing strategies on all customer lifecycle processes within their organization

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■ Verification

I verify that the content of this course outline is current.

Kim Milnes

Authoring Instructor

01/05/03

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

■ Instructor(s)

Email: Kim_milnes@bcit.ca (or kim_milnes@telus.net)

Phone: Emergencies only (604) 734-8461

■ Learning Resources

Required:

Krishnamurthy, Sandeep. E-Commerce Management: Text and Cases, Southwestern College Publishing, 2003.

Recommended:

Provided throughout the course

■ Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

■ Assignment Details

Individual Term Project

For the Individual Term Project, you will produce a comprehensive analysis of the Internet presence and e-Marketing strategies of **two** competing companies.

Each student must work on a unique pair of companies. No duplication of companies will be allowed within or between sections of this course. Companies discussed in the course textbook are not eligible to be used in this assignment.

Group Term Project

The group project for this course will reflect the kind of team-based project work that many of you experience in your professional lives.

Your group will conduct a Situation Analysis of the Internet use, Web presence and e-Marketing activities of a real company.

After reviewing the Situation Analysis, you and your instructor will define one or more e-Marketing tasks to be presented in the format of an e-Marketing plan submitted in both report and presentation formats.

Class Participation

To be successful in this class, you must plan to participate in class discussions on a regular basis. More value will be placed on thoughtful and memorable comments than on a rewording of material in the text. To assist you, the textbook provides questions and E-Tasks at the end of each chapter which will help you to fully appreciate the concepts in the text and will greatly increase your ability to offer high quality comments during class.

The ability to communicate ideas to your peers and to senior management is an essential career skill. This may well be one of your few remaining opportunities to hone this skill in a friendly and supportive environment. If you are silent for several classes, I will invite you to participate.

Use of Case Studies

We will study several cases to reinforce the assigned readings and as a basis for class discussion. As such, the cases are an integral part of the course and you are expected to prepare for vigorous in-class discussion. There are a total of seven cases included in the textbook for in this course. All cases are unique.

Five cases (Amazon.com, Boo.com, eBay, LINUX and NTT DoCoMo's I-Mode Phone) are comprehensive treatments of the company (or community, in the case of LINUX) in question. Two other cases (Slatanic and Doubleclick's Privacy Snafu) discuss one specific decision made by company managers.

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You may work in groups of your own construction, or individually, in analyzing each of the seven cases.

Case Study Method Review

First, read the case quickly to develop an overview of the problem and identify major issues. You can organize these issues around the themes of company, customer, and competition. This reading will enable you to develop a precise problem statement.

Next, read the case carefully, taking notes organized around the major issues, and formulating action recommendations.

When preparing the case notes, keep the following in mind:

1. Carefully read the discussion questions posed and be prepared to address them in class.
2. Identify the key problem the company faces. This will require a careful reading of the case and integration of all the information provided.
3. Strive for a clear and incisive analysis of the situation presented in the case. Identify the different alternatives available to the company and what you would recommend.
4. When you make a recommendation or an assertion, be prepared to justify your reasoning. Do not make bold claims without a supporting rationale.

Schedule

Week of/ Number	Outcome/Material Covered	Reference / Reading	In Class Assign- ments	Project Deliverables
1/12 Jan 06	Course Introduction Introduction to e-Marketing and the Internet <ul style="list-style-type: none"> ➤ Rise and fall of dot-coms ➤ Interrelationship between business models, marketing and technology will be discussed. ➤ A brief technical introduction to the Internet and Web. 	Readings: Chapters 1 and 2	Group Intros and Meeting	
2/12 Jan 13	e-Marketing Strategy: Business Model Design <ul style="list-style-type: none"> ➤ Introduction of the basics of business model design. ➤ Internet toolkit (or six Cs) 	Readings: Chapters 3 and 4	eBay.com Case (Case #3) and Boo.com (Case #2)	

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	<i>e-Marketing Strategy: Types of Business Models</i> <ul style="list-style-type: none"> ➤ Examine different types of Online Business Models. <ul style="list-style-type: none"> ○ Business-to-Consumer ○ Business-to-Business models ○ Consumer-to-Business ○ Pure play and bricks-and-clicks companies. 			
3/12 Jan 20	<i>e-Marketing Strategy: Pricing and Distributing Digital Products</i> <ul style="list-style-type: none"> ➤ Challenges of digital products (e.g. MP3 files, text) ➤ Five pricing strategies- Zero pricing, Bundling, Differential Pricing, Subscription and Site Licensing. Two distribution strategies- Subscriptions and versioning <i>Customer Lifecycle: Building Customer Traffic-</i> <ul style="list-style-type: none"> ➤ Introduction of the Attention-Interest-Desire-Action (AIDA) framework 	Readings: Chapter 10	Slatanic Case (Case #4)	
4/12 Jan 27	<i>Customer Lifecycle: Building Customer Traffic-Using (AIDA) framework</i> <ul style="list-style-type: none"> ➤ Next two weeks will discuss the major online techniques for building traffic Topics include (order may vary) <ul style="list-style-type: none"> ➤ Viral marketing ➤ Search engine optimization Possible Guest Lecture	Readings: Chapter. 6	Lab Exercises	
5/12 Feb 3	<i>Customer Lifecycle: Building Customer Traffic-</i> <ul style="list-style-type: none"> ➤ Internet Advertising, ➤ Designing Web Sites, ➤ Providing Free Products ➤ Domain names ➤ Other promotions and Affiliate/Associate programs. 		Lab Exercises	Deadline: Submission of Proposed Company for Group Term Project Deadline: Submission of Companies for Individual Term Project
6/12	<i>Customer Lifecycle: Personalization</i>	Readings:	LAB	

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Feb 10	<ul style="list-style-type: none"> ➤ Benefits from personalization to the seller and the consumer. ➤ Different personalization techniques (both firm-controlled and consumer-controlled). Customer Lifecycle: Building Online Communities <ul style="list-style-type: none"> ➤ Different properties of online communities ➤ How to build and maintain an effective community. 	Chapter 8 and 11	and Open Source Case (Case #5)	
7/12 Feb 17	Customer Lifecycle: Permission Marketing <ul style="list-style-type: none"> ➤ What is different about permission marketing? ➤ Different techniques for obtaining permission (opt-out, opt-in and double opt-in) ➤ How to create and sustain consumer interest in a permission marketing program. Customer Lifecycle: Email Marketing <ul style="list-style-type: none"> ➤ Killer app or Spam maker? ➤ Relationship to personalization and permission. ➤ How to design an email campaign? 	Readings: Chapter 9	Lab Exercises	
8/12 Feb 24	MID-TERM EXAM			
9/12 Mar 3	Customer Lifecycle: Distribution and Logistics <ul style="list-style-type: none"> ➤ The impact of the Internet/Web on the supply chain is discussed ➤ How does e-marketing affect e-fulfillment? e-Marketing Implementation Issues <ul style="list-style-type: none"> ➤ Usability issues and information architecture ➤ Localization and other international issues, ➤ Some technical issues related to 24x7 operations 	Readings: Chapter 7		Due: Group Term Project: Situation Analysis (Electronic Version via Email)
10/12 Mar 10	Customer Relationship Management (CRM)		Lab Exercises	

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	<ul style="list-style-type: none"> ➤ Introduction to CRM ➤ 360° view of customer ➤ CRM and customer service using the internet ➤ Integrating CRM into your web presence <p>Possible Guest Lecture</p>			
11/12 Mar 17	<p>Business Intelligence</p> <ul style="list-style-type: none"> ➤ Querying and reporting tools ➤ Web related (e.g. Web Trends) ➤ Enterprise wide solutions <p>Possible Guest Lecture:</p> <p>Privacy in General and Bill C-6 in Canada</p> <ul style="list-style-type: none"> ➤ How must companies think about privacy? ➤ What are the different approaches to ensure consumer privacy? ➤ What are the rules of engagement? ➤ What impact will Bill C-6 have on Canadian companies? 	Readings: Chapter 14:	Lab Exercises	Due: Individual Term Project (Print and Electronic Versions)
12/12 Mar 24	<p>Future Technologies and Models - Peer-to-Peer Models, Distributed Computing and Mobile Commerce</p> <ul style="list-style-type: none"> ➤ Defined Peer-to-peer systems (e.g. Napster, SETI@Home) ➤ The future role for this technology ➤ Mobile commerce in B2B and B2C sectors. ➤ Other emerging technologies. <p>Possible Guest Lecture</p>	Chapters 15,16 and 17	Doubleclick Case (Case #6) NTT DoCoMo Case (Case #7))	
	<p>Course Summary and Review. Instructor Evaluation.</p> <p>In-Class Group Project Presentations</p>			Due: Group Term Papers and Presentations (Print and Electronic Versions)