



A POLYTECHNIC INSTITUTION

School of Business

Program: Information Technology Management

Option: ITMG

**Course Number 2334 IT**  
**Course Name : E- Marketing**


---

<b>Start Date:</b>	Week of September 2nd, 2002	<b>End Date:</b>	December 15th, 2002
<b>Total Hours:</b>	45	<b>Total Weeks:</b>	15
<b>Hours/Week:</b>	3	<b>Term/Level:</b>	3
<b>Lecture:</b>	1	<b>Course Credits:</b>	3
<b>Lab:</b>	2	<b>Shop:</b>	
<b>Seminar:</b>		<b>Other:</b>	

**Prerequisites**

Course No.	Course Name
1102	Introduction to Marketing Management

**Course Number 2334 IT is a Prerequisite for:**

Course No.	Course Name
------------	-------------

**■ Course Description (required)**

This course prepares the student to be able to use e-marketing practices in a business environment. Different e-business concepts and e-marketing applications are covered, both in lectures and in lab examples. Students will examine current e-marketing strategies used by both the Business to Consumer market and the Business to Business market. Using the foundations of traditional marketing, the student will apply new e-marketing solutions and tactics to enhance an online business. By critiquing various web-sites, the student will be able to assess how a business is at customizing it's site, collecting, storing and using it's database, promoting itself, customizing it's offers, completing the sale and delivering to its customers. Students are required to complete two in-lab assignments and one final group project during this course.

**■ Detailed Course Description (optional)**

The uses of Internet Marketing Practices today are spread amongst billions of sites, from Consumer driven to Business driven. Companies are looking to the Internet now to solve most marketing objectives, including but not limited to functions such as:

- Building a Brand Image
- Building Brand Loyalty
- Disseminate Information
- Create Awareness
- Gather Research Information
- Stimulate Trial and Re-Buy
- Increase Distribution
- Measure the effectiveness of Customer Relationship Management Tools, Data Base Marketing and other Direct Marketing techniques online and offline

The Internet is part of the Integrated Marketing Communications program for most companies today. This course looks at all of the marketing functions as they apply to electronic marketing options and applies these functions in a strategic document called an Internet Marketing Plan.

### ■ Evaluation

Attendance and Participation	10%	Comments:
In-lab assignment #1	5%	Regarding Attendance, this course will adhere to BCIT's policy on attendance as stated below. Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.
In-lab assignment #2	5%	
Mid Term	20%	
Final Exam	30%	Regarding Evaluation, failure to achieve 50% or more on the combination of the midterm and final exams will result in a 0% being assigned for all other projects, assignments and participation/attendance marks, resulting in a failing grade for this course
Final Assignment Presentation	15%	
Final Assignment Written	15%	
<b>TOTAL</b>	<u>100%</u>	

### ■ Course Learning Outcomes/Competencies

Upon successful completion, the student will be able to:

- \* Identify various online marketing strategies used in today's business environment
- \* Apply both the traditional marketing concepts as well as new e-business solutions
- \* Explain how products and services differ online, as well as how to manage price, distribution and promotion online
- \* Critique various web-site designs as to their ability to be successful in satisfying the consumer online
- \* Appreciate the role of Research in creating and maintaining a successful online business
- \* Understand and apply Customer Relationship Management systems to enhance a company's success
- \* Create and Present an Internet Marketing Plan for a company of their choice, with the goal of being able to assess a company's online needs, and deliver a competitive plan of action that will increase and enhance the long-term success of that company.

■ **Verification**

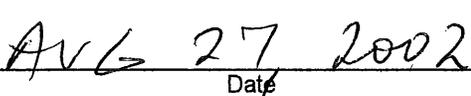
I verify that the content of this course outline is current.

  
\_\_\_\_\_  
Authoring Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

\_\_\_\_\_  
Dean/Associate Dean

\_\_\_\_\_  
Date

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

**■ Instructor(s)**

Mrs. Anne Marie  
Webb-Hughes

Office Location: SE6 314  
Office Hrs.: As Posted

Office Phone: 604 - 432 - 8445  
E-mail Address: amhughes@bcit.ca

**■ Learning Resources***Required:*

The following Text Book and Web-Site will be used for this course:

"Canadian E-Marketing " " A Strategic Approach", by Ramesh Venkat

[www.mcgrawhill.ca/college/venkat](http://www.mcgrawhill.ca/college/venkat)

*Recommended:*

Various E-Zines and Marketing Magazines as recommended in class

**■ Information for Students**

*(Information below can be adapted and supplemented as necessary.)*

**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**

Assignment and Final Project details will be handed out in the first week of scheduled classes

## Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1 ) Sept. 3 <sup>rd</sup>	No Labs or Lectures on this Tuesday as there are no classes scheduled at BCIT for second year students	Read Chapter 1 and 2		
2 ) Sept. 10 <sup>th</sup>	What is E-Marketing? Evolution and growth of E-Marketing in the Market Place. Principles of Marketing Electronically. Similarities with Traditional Marketing Practices.	Chapter 1	In-lab work given. Will also Discuss Assignment #1 in labs	In-lab work due by the end of the lab. Assignment # 1 due Oct. 1st
3 ) Sept. 17 <sup>th</sup>	The Internet Marketing Plan. Why and How a company creates and utilises their plan. Creating Value online. Discussion of the Final Project, Internet Marketing Plan in Lecture and labs	Chapter 2	In-lab work assigned. Also will discuss the Final Project in labs	End of lab
4 ) Sept. 24 <sup>th</sup>	The Business to Consumer Market. What made Amazon.com and E-Bay so big? Why not Sears? How WalMart grew, a look at AbeBooks , online banking and other growth B2C online markets	Chapter 3	In-lab work assigned	End of lab
5 ) Oct. 1 <sup>st</sup>	The Business to Business Market. What is driving the boom in B2B online business? Differences between B2C and B2B Markets. Small Business online. Defining E-Commerce for both markets	Chapter 4	Assignment #1	End of lab
6 ) Oct. 8 <sup>th</sup>	Market research, Online Research and the use of Business Intelligence in Marketing. DataBase Mining. Why and how to track customer information. Cookies, Web Audits, and Hit Tracking. E-Business Strategy Development. Steps in creating the Internet Marketing Plan	Chapters 5 and 6	In-lab work assigned and Review for Mid Term Exam	End of lab
7 ) Oct. 15 <sup>th</sup>	Mid term Exam Week	All Chapters above, plus guest lecturers, hand-outs, lab work and assignments		
8 ) Oct. 22 <sup>nd</sup>	Customer Relationship Management; its purpose in Building Brand and Customer Loyalty. The use of CRM software in Business to Measure effectiveness of Marketing	Chapter 7	In-Lab Assignment #2 Discussed	

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
9 ) Oct. 29 <sup>th</sup>	Product Management and Pricing Strategies online. Product Types, new online products and services created, and the selling of above online. Price considerations such as cost variations, demand, and break-even point. What is the customer willing to pay for online goods and services?	Chapter 8	In-lab work assigned	End of lab
10 ) Nov. 5 <sup>th</sup>	Marketing communications on the net. The Internet as part of a company's Integrated Marketing Communications Plan.	Chapter 9	In-lab work assigned	End of lab
11 ) Nov. 12 <sup>th</sup>	Internet Advertising and Promotion What does AIDA mean? How to drive first-time and repeat traffic to your site. The online and off-line promotional mix. Search engine optimisation. Types and uses of Internet advertising; banner ads, pop-ups, pop-unders, interstitials and others...	Chapter 10	In-lab work assigned	End of lab
12 ) Nov. 19 <sup>th</sup>	Distribution Strategies on the net. Order fulfilment, shipping and delivery, inventory management. Channel Management. Costs and Customer expectations.	Chapter 11	In-lab work assigned	End of lab
13 ) Nov. 26 <sup>th</sup>	Web-site Architecture. The purpose of good site development -attracting and keeping customers. Personalization and Customization for each customer. Does your customer want to stay on your site and shop with you?? Consumer Behaviour. Tips for Good Web Design	Chapter 12 and supplemental material	Final Project Presentations	3 groups
14 ) Dec. 3 <sup>rd</sup>	Review of Course Material	All Chapter review	Final Project Presentations	3 groups
15 ) Dec. 10 <sup>th</sup>	Final Exam Week End date dec. 13 <sup>th</sup> , 2002	All Chapters, lectures, hand-outs, lab work		Dec. 9 <sup>th</sup> week