



A POLYTECHNIC INSTITUTION

School of Business

Program: Information Technology Management

Option: ITMG

Course Number Mktg2336 (I.T.)

Course Name : E- Marketing

**Start Date:** September 4, 2007

**End Date:** December 14th, 2007

**Total Hours:** 45 **Total Weeks:** 15

**Term/Level:** 3 **Course Credits:** 3

**Hours/Week:** 3 **Lecture:** 1 **Lab:** 2

**Shop:** **Seminar:** **Other:**

**Prerequisites**

Course Number Mktg2336 (I.T.) is a Prerequisite for:

Course No.	Course Name
1102	Introduction to Marketing Management

Course No. Course Name

**v 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 its site, collecting, storing and using its database, promoting itself, customizing its 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.

**v 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.

**v Evaluation**

Professionalism/Attendance and Participation	20%	Comments:
In-lab assignments	10%	Regarding Attendance, this course will adhere to BCIT's policy on attendance as stated below. Missing more than 10% of classes (3) 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.
Mid Term	20%	
Final Exam	25%	
Final Assignment Presentation	10%	Regarding Evaluation, failure to achieve 50% or more on : the combination of the midterm and final exams, and the individual assignments/participation marks; will result in a 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.
Final Assignment Written	15%	
<b>TOTAL</b>	<b>100%</b>	

**v 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-sites 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.

**v Verification**

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

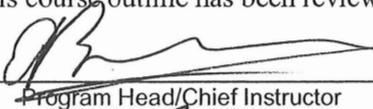
Anne Marie Webb-Hughes

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

  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

Ed Bosman

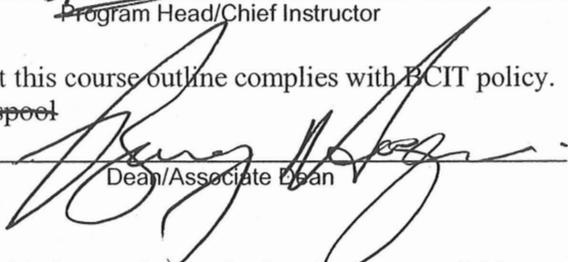
  
\_\_\_\_\_  
Program Head/Chief Instructor

  
\_\_\_\_\_  
Date

I verify that this course outline complies with ECIT policy.

~~David Horspool~~

BARRY  
HOLAN.

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

  
\_\_\_\_\_  
Date

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

**v Instructor(s)**

Mrs. Anne Marie  
Webb-Hughes

Office Location: 316  
Office Hrs.: As Posted

Office Phone: 604 – 451 6763  
E-mail Address: awebbhughes@my.bcit.ca

**v Learning Resources**

*Required:*

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

" E-Marketing " " Fourth Edition", by Strauss/El-Ansary/Frost

www.prenhall.com/strauss - for study material

*Recommended:*

Various E-Zines and Marketing Magazines as recommended in class

**v 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. Completing assignments are a requirement of this course.

**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, so that other arrangements may be made.**

**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.

**v Assignment Details**

Assignment and Final Project details will be handed out in class during the semester as needed.

**Schedule**

<b>Week of/ Number</b>	<b>Outcome/Material Covered</b>	<b>Reference/ Reading</b>	<b>Assignment</b>	<b>Due Date</b>
1 ) Sept. 4th	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 Convergence	In-lab work given. Will also Discuss Assignment #1 in labs	In-lab work due by the end of the lab.
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, in Lecture and labs. Steps in creating the Internet Marketing Plan	Chapter 2 Strategic E-Marketing. The E- Marketing Plan	In-lab work assigned. Also	End of lab
4 ) Sept. 24th	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 3 The E-Marketing Plan/ Tactics for good consumer driven web-design	In-lab work assigned. Will discuss the Final Project in labs	End of lab
5 ) Oct 1st	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 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 B2B and B2C markets. Global Markets	Assignment #1 Due	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.	Chapters 5 and 6 Ethical / Legal Issues and Marketing Research Issues	In-lab work assigned and Review for Mid Term Exam	End of lab

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
7 ) Oct. 15 <sup>th</sup>	Mid term Exam Week	All Chapters above, plus hand-outs, lab work and assignments as introduced		
8 ) Oct. 22 <sup>nd</sup>	Who is the online Population? Customer Relationship Management; its purpose in Building Brand and Customer Loyalty.	Chapter 7 Consumer Behaviour	In-Lab Assignment #2 Discussed	
9 ) Oct.29 <sup>th</sup>	Strategies used online to attract , Segment and target the right customers to your site	Chapter 8/9 Segmentation and Targeting/Diffe rentiation and Positioning	In-lab work assigned	End of lab
10 ) Nov. 5 <sup>th</sup>	Product Management and Pricing Strategies online. Product Types, new online products and services created, and the selling of above online.	Chapter 10 Product Strategies	In-lab work assigned	End of lab
11 ) Nov. 12 <sup>th</sup>	Price considerations such as cost variations, demand, and break-even point. What is the customer willing to pay for online goods and services?	Chapter 11 Price Strategies	Work on Final Project	
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 12	In-lab work assigned	End of lab
13 ) Nov. 26 <sup>th</sup>	Marketing communications on the net. The Internet as part of a company's Integrated Marketing Communications Plan. 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.	Chapter 13/14 The use of CRM software in Business to Measure effectiveness of Marketing	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. 14 <sup>th</sup> , 2007	All Chapters, lectures, hand- outs, lab work	NO LABS	

**NET NEWS**

- [CNET](#)
- [INTERNET.COM](#)
- [TECHWEB](#)
- [WIRED NEWS](#)
- [ZDNET](#)

**TECH ZINES**

- [COMPUTERWORLD](#)
- [GLOBE TECHNOLOGY](#)
- [INTERNET WORLD](#)
- [PC MAGAZINE](#)
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**DICTIONARY**

- [WEBOPEDIA](#)
- [TECH ENCYCLOPEDIA](#)
- [MERRIAM WEBSTER](#)
- [NET LINGO](#)
- [FOLDOC](#)
- [TELECOM](#)
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