BCIT

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business
Program: **PART TIME STUDIES**
Option: **Marketing Management**

Course Outline **Part A**

MKTG 0113
Marketing Through The Internet

Hours/Week:	3	**Total Hours:**	12	**Term/Level:**		199920
Lecture:	3	**Total Weeks:**	4	**Credits:**	0	
Lab:						
Other:						

Prerequisites:

NONE

Course Objectives:

Evaluation

TOTAL   100%

Course Summary:

Course
Record

Developed by: _____ Date: _____
Instructor Name and Department
(signature)

Revised by: _____ Date: _____
Instructor Name and Department
(signature)

Approved by: _____ Start
Date: _____
Associate Dean
(signature)

BCIT

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY	Course Outline **Part B**

Business
Program: **PART TIME STUDIES**
Option: **Marketing Management**

MKTG 0113
Marketing Through The Internet

Effective Date

April 1999

Instructor(s)

Ron Duncan   Office No.:   Phone: 451-6768
             Office Hours:

Required Text(s) and Equipment

NONE

Reference Text(s) & Recommended Equipment

NONE

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

Session	Outcome/Material Covered	Reference/ Reading
1	**Introduction:** Introduction of Instructor / class Familiarization with computers / facility Course description / background "The ground rules" **Internet facts and figures:** Size of the Internet Growth of Internet Commerce Discussion of products suited to Internet selling **Researching Markets / Industries / competitors using the Internet:** Using Search engines "Power searching" tricks	
2	**Marketing through Usenet Newsgroups:** Monitoring relevant Newsgroups ("lurk & learn") Using DejaNews to locate & search relevant Newsgroups Posting to a Newsgroup Building a marketing database through Newsgroups **"Nettiquette":** Internet culture and norms (violate these at your peril…) What NOT to do! "Flaming", "flame wars", and "mail-bombing" "Shouting" and "spamming"	
3	**Marketing through e-mail and list servers:** E-mail as a marketing tool Setting up an e-mail distribution list Building a targeted list Using e-mail for collaboration Using list servers to reach customers / prospects **Marketing through Websites:** What is possible What is desirable What makes a "hot" Website Maintenance issues	
4	**Building a Website:** Basic HTML coding How to "borrow" from existing Websites Website building tools **Issues in Internet Commerce:** Security issues The future of Web commerce **Individual / group special interest topics**	

MKTG 1003 – Marketing Through the Internet

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Proposed Schedule of Topics to be Covered

TOPIC	WEEK (Approx)
Introduction:	**One**

Introduction of Instructor/class
Familiarization with computers/facility
Course description/background
"The ground rules"

Internet facts and figures:

Size of the Internet
Growth of Internet Commerce
Discussion of products suited to Internet selling

Researching Markets/Industries/competitors using the Internet:

Using Search engines
"Power searching" tricks

Marketing through Usenet Newsgroups:	**Two**

Monitoring relevant Newsgroups ("lurk & learn")
Using DejaNews to locate & search relevant Newsgroups
Posting to a Newsgroup
Building a marketing database through Newsgroups

"Nettiquette":

Internet culture and norms (violate these at your peril...)
What NOT to do!
"Flaming", "flame wars", and "mail-bombing"
"Shouting" and "spamming"

Marketing through e-mail and list servers:	**Three**

E-mail as a marketing tool
Setting up an e-mail distribution list
Building a targetted list
Using e-mail for collaboration
Using list servers to reach customers/prospects

Marketing through Websites:

What is possible
What is desirable
What makes a "hot" Website
Maintenance issues

Building a Website: **Four**

Basic HTML coding
How to "borrow" from existing Websites
Website building tools

Issues in Internet Commerce:

Security issues
The future of Web commerce

Individual/group special interest topics: