BCIT®

Course Outline

A POLYTECHNIC INSTITUTION

School of Business
Program: Marketing Management
Option: Communication/Direct Response

Course Number MKTG 4425
Course Name Electronic Marketing

Start Date:	January 2, 2008				**End Date:**	March 7, 2008		
Total Hours: 30	**Total Weeks:** 10				**Term/Level:** 4a	**Course Credits:** 2		
Hours/Week: 3	**Lecture:** 1	**Lab:** 2			**Shop:**	**Seminar:**	**Other:**	

Prerequisites

Course No.   **Course Name**

Course Number is a Prerequisite for:

Mktg 4416

Course Description

The purpose of this course is to prepare you as a marketer or entrepreneur to leverage the power of the Internet / World Wide Web and its inherent technologies and make intelligent tactical e-Marketing decisions that complement an organization's offline marketing plans. The focus of this course will be to provide the student with Electronic Marketing (e-Marketing) techniques and strategies that can help any forward-thinking organization be competitive in today's business environment. Key areas that are covered: Permission-based e-mail marketing; Viral marketing; Attributes of a Great Website and Website marketing goals; Search Engine Marketing (SEM), Blogging, Wireless Trends and key Internet technologies / terminology / acronyms.

Detailed Course Description

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, increasing operational efficiencies within the organization, streamlining supply chains, increasing connectivity among companies, between a company and its customers and among consumers, and eliminating the constraints of time and distance. The extent to which e-Marketing decisions can either strengthen or weaken a company's relationship with its customers and make it competitive against competitor's — from an on-line perspective — will be an important focus of this course.

The primary focus of this course will be on driving qualified traffic to a great Website with high conversion ratios. We will also discuss and apply key tools and techniques used in e-Marketing which fully leverage the power of Internet and the World Wide Web to meet corporate goals.

Evaluation Elements

Mid-Term Exam	25%	
Final Exam (including E-Mail Marketing Campaign)	25%	
Target Organization Website Analysis & Recommendation Project	25%	
Lab Assignments (2) & Presentation Assignment (3) (in groups of)	15%	
Class Attendance & Participation	10%	
TOTAL	100%	

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 hand out materials and tutorials. Failure to achieve 50% or more on the combination of the exams (midterm + final), and the individual assignments/ participation marks, will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

Course Learning Outcomes / Competencies

Upon successful completion, the student will be able to:

➢ Define some of the important Internet Marketing terminology and acronyms.
➢ Explain the relative size and function of the key Internet network infrastructure.
➢ Explain the difference between the role of Search Engines and Search Directories
➢ Identify the key attributes of a successful Web site in relation to e-Marketing goals.
➢ Identify the importance of Blogs as a communication tool and tactic on the Web.
➢ Analyze any Web site in terms of its adherence to Search Engine Marketing techniques, and make recommendations for improvements.
➢ Conceptually understand the important elements of a Permission based email marketing campaign that drives qualified traffic to an organization's Web site.
➢ Articulate how to integrate Internet marketing programs, tactics and strategies covered in this course into traditional marketing plans and strategies.

Verification

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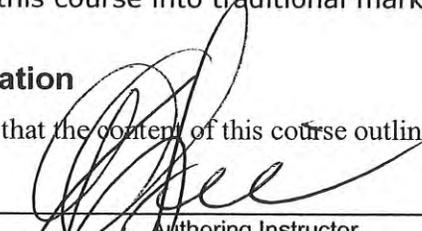
_____
Authoring Instructor

Dec 14, 2007
_____
Date

I verify that this course outline has been reviewed.
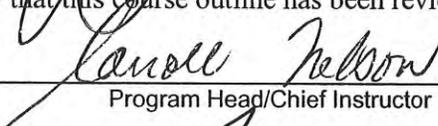
_____
Program Head/Chief Instructor

Dec 14, 2007
_____
Date

I verify that this course outline complies with BCIT policy.
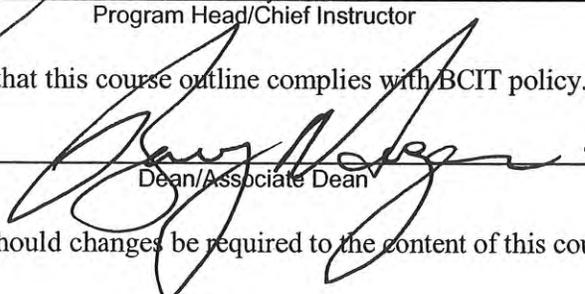
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Dean/Associate Dean
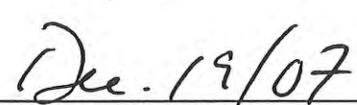
Dec. 19/07
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Date

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

Instructor

Instructor

Guy C. Steeves	Office Location:	SE6-370K	Office Phone:	604-432-8304
				604-516-9686 (cell)
	Office Hrs.:	As Posted	E-mail Address:	gsteeves@my.bcit.ca
				guysteeves@gmail.com (evenings)

Learning Resources

No textbook is required. The instructor will supply all learning materials and Website / Web page resources.

Recommended:

Resources and handouts will be provided throughout the course.
Please have two (2) Web-based email addresses to accommodate Internet email subscriptions.
Students should also have a MSN Messenger account for chat/messaging interaction.

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 instructor may change the material or schedule specified in this course outline. If changes are required, they will be announced in class.

Group Projects

Website Analysis Project
This Project will be completed in groups. You and your team will produce an analysis of a Web site and compare and learn from the Websites of competing companies. The core focus of this project will be on the key attributes of a successful Website and the recommendations that you will make that will improve the Web site.

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 fully appreciate the concepts presented in the course you will need to participate in class discussions.

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 look at several cases to reinforce the course goals 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 and rewarding in-class discussion.

Cases may include Amazon, Dell, eBay, Google, Yahoo and MyTelus, which are businesses that provide us with comprehensive learning scenarios because they illustrate the power of the Internet as a new way of driving revenues through new business models.

Schedule

Week of/ & Wk #	Lecture Topic / Material Covered	LABs, LAB Assignments & Project Deliverables
1/10	No Lecture or Lab Due to 2008 New Year's Holiday Searching Exercise via introduction e-mail to confirm assignment requirements & process (for no marks)	*Theme of the Course – to drive qualified traffic to a great (from a business perspective & a visitor's perspective) Web site.*
2/10 Jan 7	**Course Introduction & Overview** **Introduction to e-Marketing, the Internet and World Wide Web** ➢ Tips on Searching the Web ➢ "How Search Engines Work" *Attributes of a Successful Web site*	**Introductions - Group & Instructor** **IN-CLASS** Search Techniques ...and how they relate to Search Engine Marketing (SEM) **Assignment #1 Intro to Project # 1** **Website Analysis Project** – (Due Week 5)
3/10 Jan 14	**Search Engine Marketing (SEM)** ➢ Key Benefits of SEM including content ➢ Inbound Linking Strategies ➢ Title Tags & Meta Tags ➢ Keyword Analysis / Research	**Work on Project # 1** Assignment #1 **Search Engine Marketing**
4/10 Jan 21	**Search Engine Marketing continued...** ➢ Search Word Advertising / Pay Per Click	**Finalize Project # 1** **Assignment #1 Due** -- Search Engine Marketing (SEM)
5/10 Jan 28	**Web Analytics**	**Project # 1 Due in hard (on Friday Feb 1) hard copy & into Share in.**
6/10 Feb 4	**Blogging's role in E-Marketing** ➢ Corporate & Personal Blogs ➢ The Role, Benefits and Future of Blogs *PR / Social Media & Blogs*	Review for Midterm
7/10 Feb 11	➢ MID-TERM EXAM on Feb 12th	**E-Marketing Campaign Planning & Execution in LABs**
8/10 Feb 18	**Permission–based Email Marketing** ➢ Strategies, Concepts and Tactics	Assign. #2 – Permission-based E-mail Marketing Concepts **Work on Permission Based E-Mail Marketing Campaign** In class Presentation Assignments start (3 groups)
9/10 Feb 25	➢ **Permission–based Email Marketing** continued... Campaign Elements and tactics	Assign. #2 - E-mail Marketing Concepts due *Permission Based E-Mail Marketing Campaign* Template review **Review for Final Exam** Presentation Assignments (4-5)
10/10 Wk of March 3	➢ *FINAL EXAM*	Final Exam Responsibility is for **Wireless Marketing Concepts and Tactics** (only) in Presentation Assignments over the last three weeks.