



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Communication/Direct Response

Course Number MKTG 4425
Course Name Electronic Marketing

Start Date: January 3, 2007

End Date: March 9, 2007

Total Hours: 30 **Total Weeks:** 10

Term/Level: 4a **Course Credits:** 2

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

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

Prerequisites

Course Number is a Prerequisite for:

Course No. **Course Name**

Mktg 4416, 4417 & Mktg 4422

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: customer relationship management (CRM); Permission-based e-mail marketing; Viral marketing; Attributes of a Great Website and Website marketing goals; Search Engine Marketing (SEM), Blogging 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. 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	15%
Target Organization Website Analysis & Recommendation Project	20%
E-Mail Marketing Campaign	15%
Lab Assignments & Quizzes	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 research tool and communication tactic on the Web.
- Analyze any Web site in terms of its adherence to Search Engine Marketing techniques, and make recommendations for improvements.
- Discuss the importance of CRM Customer Relationship Management (CRM) principles and their role in e-Marketing strategies.
- 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, 2006

Date

I verify that this course outline has been reviewed.



Program Head/Chief Instructor

Dec 14, 2006

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

Instructor

Guy C. Steeves	Office	SE6-370K	Office Phone:	604-432-8304
	Location:			604-720-6117 (cell)
	Office Hrs.:	As Posted	E-mail	gsteeves@my.bcit.ca
			Address:	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 # 1)

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.

Permission-based E-Mail Marketing Campaign. Project # 2

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

You and your partners will conduct a mini Situation Analysis of real company and its environment (competition, Web presence and e-mail activities).

After reviewing the evidence of existing E-mail marketing activities, your group will create a permission-based e-Mail marketing campaign.

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 Jan 1	No Lecture or Lab Due to 2007 New Year's Holiday	<i>Theme of the Course – to drive qualified traffic to a great Web site</i>
2/10 Jan 8	Course Introduction & Overview Introduction to e-Marketing, the Internet and World Wide Web <ul style="list-style-type: none"> ➤ Tips on Searching the Web ➤ "How Search Engines Work" <i>Attributes of a Successful Web site</i>	Introductions - Group & Instructor IN-CLASS Searching Exercise in LAB for no marks 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 15	Search Engine Marketing (SEM) <ul style="list-style-type: none"> ➤ Key Benefits of SEM including content ➤ Inbound Linking Strategies ➤ Title Tags & Meta Tags ➤ Keyword Analysis / Research 	Work on Project # 1 and Search Engine Marketing Assignment
4/10 Jan 22	Search Engine Marketing continued... <ul style="list-style-type: none"> ➤ Search Word Advertising / Pay Per Click 	Assignment #1 Due -- Search Engine Marketing (SEM) Assign. #2 - E-mail Marketing Concepts
5/10 Jan 29	Permission-based Email Marketing <ul style="list-style-type: none"> ➤ Strategies, Concepts and tactics 	Finalize Project # 1 Matching Quiz Internet Computer networks Assign. #2 - E-mail Marketing Concepts due Friday
6/10 Feb 5	Permission-based Email Marketing continued... and Web Analytics	Project # 1 Due in hard copy & into Share in. Review for Midterm
7/10 Feb 12	<i>MID-TERM EXAM</i>	E-Marketing Campaign Planning & Execution in LABs Project # 2 Intro
8/10 Feb 19	Customer Relationship Marketing (CRM) <ul style="list-style-type: none"> ➤ Benefits of CRM and a 360° view of customer Integrating CRM into your E-Marketing Strategies and Web site.	Work on Project #2 <i>Permission Based E-Mail Marketing Campaign</i> In-class LAB Assignment #3 Customer Relationship Marketing (CRM)
9/10 Feb 26	Blogging's role in E-Marketing <ul style="list-style-type: none"> ➤ Corporate & Personal Blogs ➤ The Role, Benefits and Future of Blogs ➤ Research & Blogs 	Work on Project # 2 In class Review for Final Exam
10/10 Wk of March 5	➤ <i>FINAL EXAM</i>	Project # 2 Due – both hard copy and into Share in