



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales, Entrepreneurship, Tourism

Course Number

4431

Course Name

Marketing on the Internet

Start Date: January 3, 2007

End Date: May 25, 2007

Total Hours: 60 Total Weeks: 20

Term/Level: 4 Course Credits: 4

Hours/Week: 3 Lecture: 2 Lab: 1

Shop: 0 Seminar: 0 Other: 0

Prerequisites : Successful Completion of Level 3

Course Number is a Prerequisite for:

Completion of the Diploma

Course No.	Course Name
4431	Marketing on the Internet

Course No.	Course Name
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### Course Description (required)

#### ✓ Term A – Internet Marketing

The purpose of this course is to provide students with the skills required to understand internet marketing concepts as they relate to a business environment. Students will be able to make e-marketing decisions that will complement offline marketing plans. Students will be exposed to internet marketing techniques, strategies and tactics to ultimately assist a business to provide customer value. Key areas of the course include critiquing web sites, understanding search marketing strategies, making recommendations to build qualified traffic to web sites and applying the general marketing principals to the online world.

#### ✓ Term B – Direct Marketing

This course provides the fundamentals of direct marketing. The focus is both on the planning and implementation of direct marketing campaigns with emphasis on direct mail. Direct Response Marketing will be studied through lectures, labs, group decisions and through the analysis of current campaigns. Students will examine and critique current direct marketing campaigns.

## **Evaluation**

### **Term A & B**

Midterm Exam – Internet Marketing	25%
Final Exam – Direct Marketing	25%

Attendance & In Lab Participation (divided between the 2 terms)	10%
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Assignments (divided between the 2 terms)	15%
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Group Assignments & Presentations (divided between the 2 terms)	<u>25%</u>
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<b>Total</b>	<b>100%</b>
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**NOTE: Failure to achieve 50% or more on the combination of the exams (midterm and final), and the individual assignments, will require 0 % being assigned for all other group projects and assignments, resulting in a failing grade for this course. This applies for Term A and Term B.**

## **Course Learning Outcomes/Competencies**

### **Term A – Internet Marketing**

Upon successful completion, the student will be able to:

- Identify various online marketing strategies used in today's e-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 consumers online and in adding value
- Identify the key attributes of a successful website
- Analyze a web site's search marketing strategy and make recommendations for improvements
- Critique a company's online marketing strategy and make recommendations for improvements
- Analyze a web site's marketing strategy and make specific recommendations on how to drive qualified traffic to the web site


### **Term B –Direct Marketing**

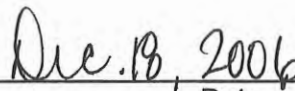
Upon successful completion, the student will be able to:

- Understand the strategic importance of direct marketing and how it can be applied as a solution to meeting business goals
- Describe the various direct marketing tactics and their advantages and disadvantages
- Evaluate direct marketing efforts, analyze their strengths and weaknesses and make recommendations for improvements
- Develop direct marketing strategies for consumer and business to business selling, as well as fundraising initiatives
- Understand current trends and practices in direct marketing

## Verification

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

  
\_\_\_\_\_  
Authoring Instructor –  
Tracey Renzullo

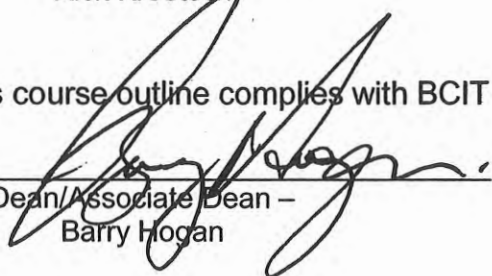
  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor –  
Rick Kroetsch

  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean –  
Barry Hogan

  
\_\_\_\_\_  
Date

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

## Instructor: Tracey Renzullo

Office Location: SE6 – 310

Office Phone: 604-451-7033

Office Fax: 604-439-6700

Office Hrs.: As posted on office door

e-mail: tracey\_renzullo@bcit.ca

## **Learning Resources**

Various E-Zines and Marketing Magazines as recommended in class

- International Internet Marketing Association in Vancouver - <http://www.iimaonline.org/>
- Free online subscription to DM News newsletter - <http://www.dmnews.com/>
- BC Chapter of the Canadian Marketing Association, Vancouver - <http://www.bcaim.org/index.php>
- Canadian Marketing Association, Toronto - <http://the-cma.org/>
- Direct Marketing Association, New York - <http://www.the-dma.org/>

## **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. **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.**

**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.

**Schedule**  
**Term A – Internet Marketing**

<b>Week</b>	<b>Lecture Material Covered</b>	<b>Labs/Assignments</b>
January 1	No classes due to Holiday	
January 8	Course Overview Growth and Trends in Internet Marketing	Handouts Test Your Knowledge
January 15	Internet Marketing Strategy	In Lab Assignment
January 22	Attributes of Successful Web Sites On Line Barriers	In Lab Assignment
January 29	Internet Communications Search Engine Marketing	In Lab Assignment
February 5	Internet Communications, cont'd	In Lab Assignment
February 12	Product Strategies Branding Customization & Personalization	Work on Group Projects
February 19	Pricing Objectives & Strategies Distribution Objectives & Strategies	Written Group Assignment Due – Present in Labs
February 26	Review Course Wrap-Up	Present in Labs, cont'd
March 5 - 9	Term A Final Exam Week	

**Schedule**  
**Term B – Direct Marketing**

<b>Week</b>	<b>Lecture Material Covered</b>	<b>Labs/Assignments</b>
March 19	Introduction to Direct Marketing - Key Capabilities Integration of Direct Marketing with Company Marketing Strategy	Course Overview Write DM Letter
March 26	Direct Marketing Campaign Planning the Offer Direct Marketing Lists	Source and Evaluate Lists
April 2	Creative Direct Marketing Strategies "Dave Taylor's Tips" Media - Direct Mail Package	DM Piece to Lab - Evaluate Key Capability & Offer Develop New Offer
April 9	No Lecture due to Holiday	
April 16	Direct Marketing Media Telemarketing	Discuss Group Assignment Develop DM Package
April 23	Business to Business Lead Generation Programs	
April 30	Database Marketing Direct Marketing Measurement Tools Privacy Guidelines for Direct Marketers	Work on DM Packages
May 7	Direct Marketing for Non Profit Organizations Customer Service & Fulfillment	Group Assignment Due – Create and Present DM Package
May 14	Review Course Wrap Up	Present in Labs, Cont'd
May 21-25	Term B Final Exam Week	