



MAR - 5 2001

Course Outline

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: School of Business

Program: Marketing Management

Option: Direct Response Marketing

MKTG 4423**Internet Marketing — Strategies****Start Date:** February 19, 2000**End Date:** April 6, 2000**Course Credits:** 1.0**Term/Level:****Total Hours:** 18**Total Weeks:** 6**Hours/Week:** 3**Lecture:** 2.0**Lab:** 1.0**Shop:****Seminar:****Other:****Prerequisites:**

successful completion of Term 3 and:

*** is a Prerequisite for:****Course No. Course Name**

MKTG 4422

Course No. Course Name

MKTG 4423 Feb 14/01

Course Calendar Description

Examines the issues involved in promoting products and services online, with emphasis on the tactical use of the promotion mix to market through the Internet. The course covers the use of advertising, sales promotion, public relations and direct marketing tactics in Internet marketing. It examines how these are executed and their role in an integrated marketing communications plan.

Course Goals

Students will be able to:

- Analyze and critique existing commercial and not-for-profit web sites for their Internet Marketing strategies employed by their marketing departments
- Demonstrate an understanding of the important Internet Marketing and related Internet terms and acronyms
- Articulate the key Internet Marketing strategies and how to integrate these into a traditional marketing plan
- Convince a marketing manager that they can help develop new markets previously inaccessible by extending market reach locally, regionally and globally. Stay ahead of the competition by developing comprehensive marketing strategies to take the organization confidently into the Internet marketplace.

Note: Dates to remember this spring are: Mid term week- Easter Break March 12 – 16, 2000.

Evaluation

Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. Successful completion depends on the student attending 90% of the course time, passing the cumulative of the midterms and final exam, as well as successful completion of the course projects. Excessive absence will be deemed to be missing more than 2 lab hours for reasons within the student's control or for reasons not found as reasonable by the instructor (see course calendar for more details). Upon notification and failure to provide acceptable explanation, the student will be disqualified from writing the Final Exam. **Note: Failure to achieve 50% on the combined exams will result in a 0% for all projects, as well as failure of the course in total.**

Internet Marketing — Strategies

Week	Course Module	Key Elements	LAB Component
1 Feb 19	Course Overview History and Future of Internet Marketing Internet Marketing Strategies Site Analysis	<ul style="list-style-type: none"> • The Internet Economy • Definition of Internet Marketing • Internet Marketing - Past, Present, and Future • Latest trends and hot topics • Understanding of stakeholders, goals, and objectives • Learn about different types of web sites • How to analyze a commercial and a non-profit web site? 	LAB: study and analyze web sites from an e-marketing point of view
2 Feb 26	Product on the Net Pricing on the Net	<ul style="list-style-type: none"> • New Product Development • New Product Strategies • Tangible Products • Intangible Products • "Free" Phenomenon • Competitive Pricing • Premium Pricing 	Web Site Analysis is DUE in lecture LAB: Case studies and class discussion
3 Mar 05	MARCOM on the Internet <ul style="list-style-type: none"> • Building Site Traffic • Direct Marketing • Cross Promotion • Creating Repeat Visits The Internet as a New Distribution Channel	<ul style="list-style-type: none"> • Domain Name and Branding • Affiliate Program • Banner Advertising • Public Relations on the Net • Search Engine Strategies • Opt-in vs. Opt-Out Mail • Cross Linkage Techniques • Promotional Campaigns • Discussion Lists / Forums / Chat Rooms • A New Marketing Communication Channel • The beauty of the Internet • Channel Conflict and Sales Potentials • Changes in Distribution Network • Channel Strategies 	LAB: Case studies and class discussion
	SPRING BREAK		
4 Mar 19	Internet Marketing Plan Elements and Strategy	<ul style="list-style-type: none"> • Situation Analysis: Legal, Economic, Social, and Technological factors • How to stay competitive in the online marketplace? • Study different e-business and e-marketing models 	Mini Quiz at the beginning of the lecture LAB: Case studies and class discussion

5 Mar 26	Relationship Marketing Through Online Strategies Customer Relationship Management (CRM)	<ul style="list-style-type: none"> • One-to-One Customer Relationship • Personalization • Relationship Marketing Benefits • Brand Loyalty • Data Mining • Online Market Research 	Group project is DUE in lecture LAB: Group project presentations Guest Speaker(s)
6 April 02	Course Summary Introduction to the e-Commerce Course		FINAL EXAM

Student Evaluation Elements

		%
1	Class Participation	10 %
2	Mini Quiz	15 %
3	Web Site Analysis	15 %
4	Group Project	30%
5	Final Exam	30%
Total		100 %

Course Learning Outcomes/Competencies

Understand the key concepts of Marketing on the Internet and be able to sell the value of Internet Marketing to a Marketing manager of any company (or future employer) and how to justify reallocating Marketing budget for Internet Marketing initiatives. Understand the relevant Internet Technologies that impact Internet Marketing.

Assignment Details

Mini Quiz

- A quiz on terms and definitions (30 MCs)

Web Site Analysis

- A 5-page assignment on web site analysis

Group Project (Groups of three or four students)

- An extensive research study with Internet marketing applications

Final Exam

- An exam with 60 MCs and some short questions (3 hours)