



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Communication/Direct Response

Course Number MKTG 4425
Course Name Electronic Marketing

Start Date: January 4, 2006

End Date: March 10, 2006

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 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 good Website and Website marketing goals; Website promotion / Search Engine Marketing, 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 *quality* 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 including: Customer relationship management (CRM); 1:1 marketing; Permission-based e-mail marketing; Viral marketing; Blogging and Website promotion / Search Engine Marketing.

Evaluation Elements

| | |
|--|-------------|
| Mid-Term Exam | 25% |
| Final Exam | 15% |
| ProjectOpus 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.

Gary STEEVES / Per Baylson Dec 16, 2005
Authoring Instructor Date

I verify that this course outline has been reviewed.

Paul Nelson Dec 16, 2005
Program Head/Chief Instructor Date

I verify that this course outline complies with BCIT policy.

Per Baylson Dec. 20/05.
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 SE6-306
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Office Hrs.: As Posted

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604-720-6117 (cell)
E-mail gsteeves@my.bcit.ca
Address: guy@maverick.nu
(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.

Project & Assignment Details

Website Analysis Project

For the Individual Course Project, you will produce a comprehensive analysis of the Internet presence and comparison of one or two competing companies. The core focus of this project will be on the attributes / traits of a successful Website.

Companies discussed in the course discussion are not eligible to be used in this project.

Group Major E-Marketing Project

The group project for this course will reflect the kind of team-based (2 people per group) project work that many of you experience in your professional lives.

You and your partner will conduct a Situation Analysis of real company with respect to its Online presence and e-Marketing activities and attitudes. This analysis will include looking at the environment (SWOT, competition, environmental factors, Internet use, and Web presence).

After reviewing the Situation Analysis, your group of two and your instructor (if necessary) will define two or more e-Marketing campaigns / programs — in addition to an e-mail campaign — to be presented as an e-Marketing plan in both report and presentation formats.

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 | LAB Assignments & Project Deliverables |
|--------------------------------|---|--|
| 1/10 January 4 | No Lecture or Lab Due to New Year's Holiday | |
| 2/10 Jan 10 | Course Theme & Overview <ul style="list-style-type: none"> ➤ The Internet and the World Wide Web ➤ Attributes of a Successful Website ➤ Tips & Techniques for Searching on the Web & how they relate to Search Engine Marketing (SEM) | IN-CLASS LAB Exercise on Searching Intro to Project # 1 Website Analysis & Site & SEM Recommendations for ProjectOpus.com (Due in Week 6) Web Site Marketing Goals |
| 3/10 Jan 17 | Search Engine Marketing (SEM) <ul style="list-style-type: none"> ➤ Key Benefits of SEM ➤ Inbound Linking Strategies ➤ Title Tags & Meta Tags ➤ Keyword Research | Work on Project # 1 ProjectOpus.com Assignment #1 -- Search Engine Marketing (SEM) |
| 4/10 Jan 24 | Blogging's role in E-Marketing <ul style="list-style-type: none"> ➤ Corporate & Personal Blogs ➤ The Role, Benefits and Future of Blogs ➤ Research and Blogs | Work on Project # 1 ProjectOpus.com Hand in Assignment #1 on Search Engine Marketing (SEM) |
| 5/10 Jan 31 | Guest Speaker – Amanda Lock of 6S Marketing A Search Engine Marketing Consulting Firm | Work on Project # 1 ProjectOpus.com Matching Quiz Internet Computer networks Assign. #2 - E-mail Marketing Concepts |
| 6/10 Feb 7 | Permission-based Email Marketing Strategies and Campaigns | In-Class SEM Exercise Blogging Presentations in Groups of 4 Review for Midterm Assign. #2 - E-mail Marketing Concepts due Friday |
| 7/10 Feb 14 | MID-TERM EXAM | ** Project # 1 DUE ** on Friday Intro to Project #2 <i>Permission Based E-Mail Marketing Campaign</i> |
| 8/10 Feb 21 | E-Mail Marketing Campaign Execution 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 28 | Cost-Per-Click Campaigns & Web Analytics Google's Adwords, Yahoo's Search Marketing and MSN's newly launched adCenter | Work on Project # 2 In class Review for Final Exam |
| 10/10 Wk of March 6 | ➤ FINAL EXAM | |

