



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Professional Sales, Entrepreneurship, Tourism

Course Number**Course Name****Marketing 4431****Marketing on the Internet****Start Date:** January 4, 2006**End Date:** May 26th, 2006**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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v Course Description (required)**v Term A – Internet Marketing**

This course prepares the student to be able to use e-marketing practices in a business environment. Different e-business concepts and e-marketing applications are covered, both in lectures and in lab examples. Students will examine current e-marketing strategies used by both the Business to Consumer market and the Business to Business market. By critiquing various web-sites, the student will be able to assess how a business is at customizing it's site, collecting, storing and using it's database, promoting itself, customizing it's offers, completing the sale and delivering to its customers.

v 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.

v Evaluation

Term A & B

Term A Final Exam – Internet	25%
Term B Final Exam – Direct Marketing	25%
Attendance & In Lab Participation (divided between the 2 terms)	10%
Individual Assignments & Quizzes (divided between the 2 terms)	15%
Group Assignment & Presentation (divided between the 2 terms)	<u>25%</u>
Total	100%

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.

v Course Learning Outcomes/Competencies

v **Term A – Internet Marketing**

Upon successful completion, the student will be able to:

- Identify various online marketing strategies used in today's 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 the consumer online
- Appreciate the role of Research in creating and maintaining a successful online business
- Understand and apply Customer Relationship Management systems to enhance a company's success
- Critique a company's online Marketing Strategy and make recommendations for improvements

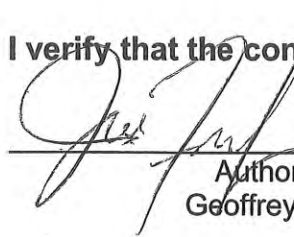
v **Term B –Direct Marketing**

Upon successful completion, the student will be able to:

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

v Verification

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

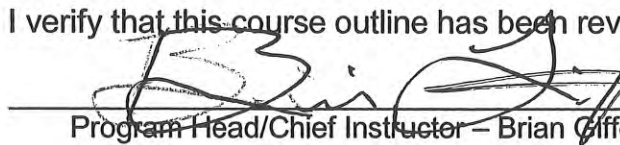


Authoring Instructors –
Geoffrey Bird/Joe Freeburn

Dec 19/05

Date

I verify that this course outline has been reviewed.

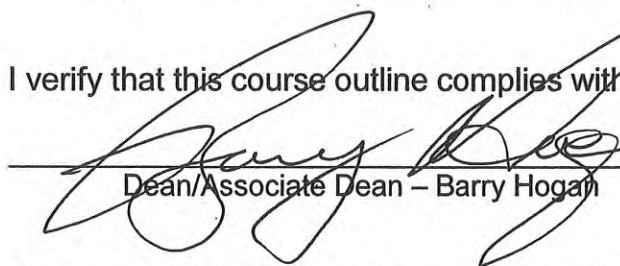


Program Head/Chief Instructor – Brian Giffen

Dec. 19/05

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean – Barry Hogan

Dec. 20/05

Date

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

v Instructor: Geoffrey Bird

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v Instructor: Joe Freeburn

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e-mail: joe_freeburn@bcit.ca

v Learning Resources

Term A Recommended: Various E-Zines and Marketing Magazines as recommended in class

Term B Recommended:

- Free online subscription to DM News newsletter - www.dmnews.com/process/sub_e_dm1.html
- BC Chapter of the Canadian Marketing Association, Vancouver - www.bcdma.org
- Canadian Marketing Association, Toronto - www.the-cma.org
- Direct Marketing Association, New York - www.the-dma.org

v 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 in either term A or Term B without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for the term A midterm or 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

Week	Lecture Material Covered	Labs/Assignments
Week 1 January 2	No lecture due to holiday	
Week 2 January 9	Introduction to Internet Marketing Trends in Canada, the US & the World	Course Overview
Week 3 January 16	Internet Marketing Strategy E-Business Models Customer Segmentation	In Lab Assignment
Week 4 January 23	Planning, Developing & Marketing Successful Web Sites	In Lab Assignment
Week 5 January 30	Building Traffic to a Company's Web Site Search Marketing Differentiation & Positioning Strategies	Web Site Evaluation Assignment
Week 6 February 6	Blogging, Message Boards and PR Email Marketing & Opt-in Communications	In Lab Assignment
Week 7 February 13	Online Product Strategies Branding Customization & Personalization	Search Marketing Assignment
Week 8 February 20	Online Pricing Strategies Emphasis on E-Commerce Sites Online Distribution Strategies	Written Group Assignment Due – Present in Labs
Week 9 February 27	Online Communication Strategies Course Wrap-Up	Present in Labs
Week 10 March 6	Final Exam Week	
March 13 – 17	Spring Break	

Schedule
Term B – Internet Marketing

Week	Lecture Material Covered	Labs/Assignments
Week 1 March 20	Introduction to Direct Marketing - Key Capabilities Integration of Direct Marketing with Company Marketing Strategy	Course Overview
Week 2 March 27	Direct Marketing Campaign Planning the Offer Direct Marketing Lists	Source & Evaluate Lists
Week 3 April 3	Creative Direct Marketing Strategies "Dave Taylor's Tips" Media - Direct Mail Package	DM Letter
Week 4 April 10	Direct Marketing Media Telemarketing	DM Piece to Lab - Evaluate Key Capability & Offer Develop New Offer
Week 5 April 17	No Classes on Easter Monday	
Week 6 April 24	Business to Business Lead Generation Programs	
Week 7 May 1	Database Marketing Direct Marketing Measurement Tools Privacy Guidelines for Direct Marketers	E-mail Campaign
Week 8 May 8	Direct Marketing for Non Profit Organizations Customer Service & Fulfillment	Group Assignment Due – Create and Present DM Package
Week 9 May 15	Review Course Wrap-Up	Present in Labs
Week 10 May 22	No Classes on Victoria Day Final Exams – May 24-27	