BCIT COURSE OUTLINE

Operating unit:	School of Business
Program:	Marketing Management
Option:	Professional Sales/Entrepreneurship/Tourism
Course number:	MKTG 4431
Course name:	**INTERNET MARKETING**
Duration:	January 8th to May 7th, 2001
Instructors:	Michael Bidu, SE6 Room 306
	Tel: 451-6771 Email: mbidu@bcit.ca
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Course Calendar Description:

The course will provide the fundamentals of how information technologies & data base applications provide strategic support for direct marketing through traditional channels and through Internet channels. These strategies will be applied to create effective marketing strategies and planning tools in a variety of Direct Marketing channels from database driven applications from Direct Mail to Customer Relationship Management to E-Commerce.

Course Goals:

- This course will emphasize the strategy behind successful business & marketing Internet applications. The course will focus on effective ways to choose which technology or conventional application is optimal for a market plan or marketing objective.
- The participant will learn to articulate the key Internet marketing strategies & how to integrate these into a conventional market plan.
- The participant should be able to develop new markets & channels previously inaccessible by conventional approaches, by extending the reach locally, regionally, and globally.
- To provide students with a forum (both written and oral) for presenting and defending their own recommendations and critically examining and discussing those of others.

Evaluation:

Quizzes:	10%
Projects:	
Direct/Database Marketing	20%
Internet Strategy	30%
E-Business Blueprint	30%
Participation/Attendance:	10%
TOTAL:	100%

Lect.	Week of	Module
1	Jan 8	**Introduction:** ■ Instructors, course outline, structure, goals ■ Learning outcomes, projects, evaluation **Major Course Topics** ■ Direct/Database Marketing (Introduction) ■ Internet Marketing (Introduction) ■ E-business (Introduction)
2	Jan 15	**Direct/Database Marketing Strategy** (1) ■ Evolution of DM from mass marketing to one-to-one ■ Key factors: target, offer, creative, media, timing ■ Campaign Development: overview, database marketing, performance, analysis, optimization
3	Jan 22	**Direct/Database Marketing Strategy** (2) ■ Lead generation, subscription, fund-raising, loyalty, and relationship marketing Business to Consumer (B2C) Business to Business (B2B) Not for profit (NFP) ■ List acquisition, development, management ■ **Developing a DM strategy document (Project #1)**
4	Jan 29	**Direct/Database Marketing Strategy** (3) ■ Future trends in Direct/Database marketing ■ Call centers, computer integrated telephony ■ Integration with Internet marketing Case studies: Tourism, Entrepreneurship, Pro Sales **Guest Speaker:** John Friesen, Voice Mobility Int'l
5	Feb 5	**Internet Marketing Strategy** (1) ■ Evolution of Internet as a marketing medium ■ Online Marketing Fundamentals: ROI objectives, web value models, web site design, domain brand ■ Driving forces and trends today **Project #1 Due In Lab Periods**
6	Feb 12	**Internet Marketing Strategy** (2) ■ Online Brand Building and Direct Marketing strategies ■ Online Media strategies ■ Customer-centric markets: net value creation and infomediation strategies Case studies: Tourism, Entrepreneurship, Pro Sales

Week	Week of	Module
7	Feb 19	**Internet Marketing Strategy (3)** ▪ Success in the New Economy ▪ Market Share and Profitability ▪ Offline/Online Integration **Assessing the Effectiveness of Web-based Businesses (Project #2)**
8	Feb 26	**Internet Marketing Strategy (4)** ▪ One-to-One Web Marketing Basics ▪ Customer Relationship Management Strategies ▪ Market knowledge: local, regional, global **Webcast:** Maximizing Relationships Over the Internet
9	Mar 5	**Internet Marketing Strategy (5)** ▪ Customer Relationship Management Applications ▪ General issues: privacy, security, regulations ▪ Local, regional, global Video: "Hackers" a CBC show, Dec. 2000 **Project #2 Due In Lab Periods**
10	Mar 12-16	**SPRING BREAK - No Classes**
11	Mar 19	**Internet Marketing Strategy (6)** ▪ Increasing site visibility, driving traffic ▪ Meta-tags, tweaking search engine performance ▪ Competitor keyword audits ▪ Offline promotion, spiral branding
12	Mar 26	**Internet Marketing Strategy (7)** ▪ Advanced One-to-one Internet Marketing ▪ Permission marketing, opt-in techniques ▪ E-Newsletters ▪ Viral marketing strategies
13	Apr 2	**E-Business Fundamentals (1)** ▪ Moving from E-Commerce to E-Business ▪ Trends driving E-Business ▪ Structural foundations for E-Business ▪ Digitizing the business: from E-channels to "Pure E" **Creating the E-business Blueprint (Project #3)**

Week	Week of	Module
14	Apr 9	**Guest Speaker:** ▪ Andrea Camp from Columbus Group (BCIT grad) ▪ "Emerging Trends in Internet Marketing" **E-Business Fundamentals** (2) ▪ Enterprise resource planning ▪ Bricks-to-clicks, business models ▪ Selling-chain & supply-chain integration ▪ Business Intelligence Management
15	Apr 16	**EASTER MONDAY - BCIT CLOSED**
16	Apr 23	**Guest Speaker:** ▪ Kathy Lilyholm from Burntsand.com (BCIT grad) ▪ "The Future of E-Business - Where the jobs are"
17	Apr 30	**Guest Speaker:** ▪ Chuck Dietrich from Point2.com (BCIT grad) ▪ "B2B E-business – A success story"
18	May 7	**Product Demos:** ▪ EC Builder ▪ Entice **Project #3 due in lab periods**
19	May 14	**Review of material covered** (key concepts) ▪ Direct/Database Marketing ▪ Internet Marketing ▪ Direct Marketing and Internet Resources ▪ Questions and Answers (open session)
20	May 21	**VICTORIA DAY - BCIT CLOSED**

NOTE: Dates and topics may need to be adjusted due to the availability of guest lecturers and other considerations.

Course Materials

Direct/Database Marketing

- *Successful Direct Marketing Methods*, 6th Edition, Bob Stone

- *The Direct Marketing Handbook*, 2nd Edition, Edward Nash, 1992

- *Being Direct: Direct Marketing That Works*, Lester Wunderman, 1996

- "*The 30 Timeless Direct Marketing Principles*", Bob Stone

Internet Marketing/E-Business

- *Net Results: Web Marketing That Works*, US Web and Rick E. Bruner, 1998

- *Internet World Guide To One-To-One Web Marketing*, Allen, Kania, Yaekel, 1998

- *Enterprise One-To-One: Tools for Competing in the Interactive Age*, Peppers & Rogers, 1997

- *Net Worth: Shaping Markets When Customers Make the Rules*, Hagel & Singer, 1999

- *What Makes People Click: Advertising On The Web*, Sterne, 1997

- *Customers.com*, Patricia Seybold, 1998

- *E-Business 2.0*, Dr. Ravi Kalakota, Addison-Wesley, 2001

Other Useful Resources

- Strategy Magazine, URL: http://www.strategymag.com

- DMNews, URL: http://www.dmnews.com

- The Industry Standard, URL: http://www.thestandard.com

- Business 2.0, URL: http://www.business2.com

- Fast Company, URL: http://www.fastcompany.com

- WIRED, URL: http://www.wired.com

- WilsonWeb, URL: http://www.wilsonweb.com

- Forrester Research, http://www.forrester.com

- Iconocast, http://www.iconocast.com