THE UNIVERSITY OF NEW SOUTH WALES

Australian School of Business
School of Marketing

MARK5814
E-Marketing

Course Outline
Semester 2, 2007
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1. COURSE STAFF

<table>
<thead>
<tr>
<th>LECTURER</th>
<th>LECTURE TIMES</th>
<th>CONSULTATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cassandra Case</td>
<td>Tuesday 6pm to 9pm</td>
<td>By appointment. Telephone, email or face-to-face</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tuesday: 4:00pm to 6:00pm Room 323, John Goodsell Bldg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tel: 0419 715718</td>
</tr>
<tr>
<td></td>
<td></td>
<td>email: <a href="mailto:c.case@unsw.edu.au">c.case@unsw.edu.au</a></td>
</tr>
</tbody>
</table>

1.1. Communication with Staff
As I am only in the office on a Tuesday, consultations outside the face-to-face time allocated [see above] will be via online communication. Please feel free to email me with your query and I will get back to you.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations
This subject is taught in a 3 hour lecture block on Tuesdays between 6pm and 9pm. The location is CLB7 [Central Lecture Block 7]

2.2 Units of Credit
The course MARK 5814 is worth 6 OC

2.3 Relationship of this course to other course offerings
MARK5814 – e-marketing – explores electronic marketing as a subset of a larger set of concepts and theories within the marketing discipline. Its growing significance globally is explored; as is its ‘fit’ with traditional marketing management. In addition some time will be dedicated to the technical aspects of the internet as relevant to e-marketing management. A study of MARK5814 complements the wider array of subjects taught in the MCom marketing specialisation, and the MCom in general.

2.4 Approach to learning and teaching
Mark 5814 is designed to challenge students, to encourage individual thought and to take responsibility for your learning. As such the subject will be taught in an application-oriented fashion. The various concepts and principles will be taught through lectures, presentations and discussion of industry and product examples. The emphasis is on experience-based learning; it will draw upon the experience of both students and teaching staff to provide practical examples of the models and concepts in the area of e-marketing. Lectures, assignments and discussions will be used to reinforce concepts in both a cross cultural and contextual settings.

3. COURSE AIMS AND OUTCOMES

3.1 Course Overview
Technologies like the Internet are seen by many academics and industry analysts as being media that will have a revolutionary impact both on marketing as a theoretical discipline and
in practice. E-commerce has been driven by high profile Internet sites such as Amazon.com and e-Bay and past controversies surrounding sites like Napster have been instrumental in maintaining the focus of consumers on this medium. New and exciting evolutions such as wireless technologies, online communities such as myspace, facebook, youtube and secondlife; pod-casting and interactive mobile messaging have fuelled the imagination of consumers and businesses as to the potential of e-technologies. For marketers the most obvious uses of new technologies relate to the promotion and distribution of goods and services. However, beyond this lies a plethora of possibilities (and issues).

E-Marketing provides an introduction to marketing on the Internet and other e-technologies and assumes a core prior understanding of marketing principles and practices. This subject examines the potential of marketing using the Internet and other e-technologies at the level of the 4 P’s and looks at the use of these in terms of their “fit” with traditional marketing approaches. It considers the significance of the emergence of these new technologies for strategic planning, their potential for market research, and more broadly, whether technologies like the Internet really will revolutionise marketing!

3.2 Course Aims
The aims of MARK5814 E-Marketing are:
To prepare students for future roles in digital marketing and as such to familiarise students with the key marketing issues in the developing field of electronic marketing studies and practice
To ensure that as marketing managers, students are adept at integrating effective and efficient digital strategies into traditional marketing planning
To improve students’ ability to understand, analyse, and apply current research and trends in E-Marketing

3.3 Student Learning Outcomes
By the end of the course, participants should be able to:
- Understand the importance of e-marketing in relation to strategic marketing planning processes.
- Understand the key concepts, issues, parameters and concerns when using e-technologies like the Internet as a marketing tool.
- Develop skills in planning and evaluating electronic marketing strategies.
- Develop skills in integrating electronic strategies with more traditional marketing strategies.
- Develop skills with respect to team-work and presentations.
- Develop the ability to critically review e-marketing concepts in a broader social context.

3.4 Teaching Strategies
The subject is designed around a mix of activities to build participant interest and learning. The three hour lecture period each week is divided into:

1. A formal lecture which will introduce the relevant concepts and theory of E-Marketing as well as examining the fundamentals of marketing using technologies such as the Internet, either exclusively, or as part of a broader marketing approach.
2. This will be interspersed with two group presentations by students expanding on these electronic marketing issues and discussing their significance in a broader social context. The presentation will be followed by discussion where the presenting group will be expected to lead a question and answer forum.

3. Guest lecturers will be scheduled where possible.

The success of the subject is largely dependent on the involvement and contribution of students with respect to the questions and issues raised by themes covered in this subject.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing’s website: http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_Policies

4.1 Attendance

Regular and punctual attendance at lectures is expected in this course. University regulations indicate that it is compulsory to attend a minimum of 80% of lectures or a student may be refused a final assessment. In addition, your final exam will be taken from content covered in each week’s lecture including student presentations.

The above rule will be strictly enforced and non-attendance and/or non-participation will affect students’ final grades in this subject. Commitments in other subjects or work commitments are not acceptable excuses for non-attendance or part-attendance.

5. LEARNING ASSESSMENT

Subject participants will be assessed on knowledge gained from e-marketing news covered in the daily media; material covered during the lectures, in the text and from student presentations.

5.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- achieve at least 50% from the individual component of assessment

If you do not pass the individual component, then you will receive a UF grade.

5.2 Assessment details

Performance will be assessed at both a group and individual level over the duration of the semester as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weighting</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>In - Lecture Group Presentation</td>
<td>25%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Current Issues Group Report</td>
<td>25%</td>
<td>Week 12 16/10/07</td>
</tr>
<tr>
<td>Optional Research Participation*</td>
<td>5%</td>
<td>Week 14 30/10/07</td>
</tr>
<tr>
<td>Final Examination**</td>
<td>45%</td>
<td>In formal exam period</td>
</tr>
</tbody>
</table>
*A section of the tutorial participation worth 5% of the total marks in the course can be exchanged for participation in a faculty run research project. That is, students will have the option of participating as respondents in a research project. Those who choose to participate will automatically receive 5% of the total course grade for tutorial participation. Those who choose not to participate will make up the 5% of total marks by being extra active during tutorial classes.

**You have to pass this component to pass the subject!

**Individual Assessment**

*Optional Research Participation [5%]*

You have a choice of participating in a faculty run research project when such a project becomes available. Available research projects will be announced in class together with a list of randomly drawn student ID numbers selected for each project. When your ID number is selected and you decide to participate you will receive 5% credit in the course (part of tutorial participation) as incentive for taking part in the research project. Alternatively, if you decide not to participate in the research project you will make up the 5% of total marks by completing ALL the assigned reading summaries and being EXTRA active during tutorials.

**Final Examination [45%]**

The final examination, held during the formal examination period, will focus on the material covered in lectures, the presentations and the text. It comprises a number of compulsory essay style questions and one case study question.

The duration of the final examination is 3 hours.

**Note:** A student who obtains less than a Pass (50%) in the examination will receive a grade of Fail even if the total assessment mark in the subject is above 50% (ie it is necessary to pass the final examination).

**Group Assessment**

You will be required to form a group of four or five [4-5] people to complete the following Assessment Components. Groups will be formed in Week 1 and your group members’ details are to be entered online in WebCT by 5pm on Tuesday 31 July. Topics will be allocated each week using a method of random selection.

**Current Issues Group Report [25%]**

E-marketing is an ever changing field. To address this characteristic, your group will produce a report explaining and analysing issues relevant to e-marketing currently being reported in the media and in relevant journals.

Groups will choose a contemporary e-marketing topic [to be approved by the Lecturer] by Week 3. Groups will then choose an aspect of this topic to discuss and analyse. There must be a minimum of 6 journal articles as well as information from both digital and paper sources.

The maximum word length is 3,000 words, excluding bibliography and appendices. Academic referencing is mandatory. Non referencing will result in a Fail. Please be aware of the University’s policy on plagiarism and academic misconduct. See below Section 6 below.

The paper should be cleanly typed, 12 font, double-spaced on A4 paper with pages numbered and 2cm margins. Staple the paper with a cover sheet that provides your names, student numbers and subject details. NOTE: Do not use plastic or board covers or folders.
The report structure should be as follows:

- Abstract – no more than 150 words. Similar to an Executive Summary.
- A Table of Contents
- Introduction – Explain why this topic is important and reasons for choosing it
- Overview of Literature
- Analysis of the Literature – does your group agree? Reasons for and against.
- Future considerations and implications
- Conclusion
- Bibliography and Reference List
- Appendices: please include hard copies of newspaper articles and journal articles.

The paper is due in the Lecture of Week 12 on 16th of October, 2007. Extensions will not be granted and standard late penalties apply.

In Lecture Group Presentation [25%]

Each week one [1] or two [2] groups will present on a pre-allocated topic. The presentation will take the form of an analysis of the pros and cons related to a particular question or topic. The first presentation will be in Week 3.

The presentation should be 30 minutes in duration. An additional 5-10 minutes will be allocated to answer questions from the floor. Emphasis should be given to the entertainment value of the presentation as well as to its informative value. There should be a mix of theory, practical and relevant statistics and case studies as well as your group’s personal opinions on the topic. This will be the main catalyst for discussion at the end.

All members of the group must participate in the verbal presentation and more information in improving your presentation style can be found in the UNSW library.

A copy of the presentation slides in Handout form [3 slides to a page] is to be given to me prior to the presentation. In addition a copy of the presentation is to be emailed to me for uploading onto WebCT no later than Monday 5pm, the day prior to the presentation. This is to allow other class members to be able to prepare for the lecture.

Presentation Topics

Topics will be allocated by random selection in each Week’s lecture, beginning in Week 1. Each group will have two [2] weeks to prepare for the presentation. This is to ensure that all students are on a level playing field. The first presentation will begin in Week 3 and all topics will form the basis for exam questions.

5.3 Assignment Submission Procedure

Unless otherwise stipulated, reports are to be handed into the Lecturer at the beginning of the Lecture, together with the appropriate Faculty of Business Assignment cover sheets the Week the assessment is due.

5.4 Late Submission

Information about late submission of assignments, including penalties, is available on the School of Marketing’s website

5.5 Special Consideration and Supplementary examinations

For details relating to procedures for special consideration/supplementary exams see:
http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_SpecialConsideration

NOTE: You have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.6 Research Participation

The faculty at the UNSW School of Marketing, in addition to their teaching interests, are actively engaged in pursuing original research interests that push the boundaries of the Marketing discipline. Such research has implications for improved understanding of consumers, management practices, corporate organisation, and social policy directives. The established findings of academic research are the core basis of teaching and knowledge dissemination at the University. Being part of the university culture students are encouraged to explore the research environment at UNSW and experience the process of knowledge generation by participating in faculty administered research projects.

These projects will likely closely relate to the topics studied in the course and represent the cutting edge of research in the topic area. Participation in the faculty administered research projects is encouraged, but is not compulsory. Students who choose to participate in a faculty run research project are entitled to 5% credit in the course. To receive the 5% credit students must return a research participation receipt, signed by both the student and the research invigilator, to the Lecturer-in-charge of their subject. The receipt acts as a record of a student’s participation in the research project.

Students should not participate in more than one research project in any one semester. Students who choose not to participate in a research project earn the 5% credit by engaging in a piece of assessment, the standard requirement in the course.

6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:
• direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
• paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
• piecing together sections of the work of others into a new whole;
• presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
• claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.
Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at: www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.

7. STUDENT RESOURCES

7.1 Course Resources

Prescribed Text


Additional Readings


**Note that there are a number of other useful electronic marketing texts on the market and new ones are being released on a regular basis as this sub-disciplinary area within marketing expands.**

**UNSW Vista:**

- Lecture notes, handouts and course materials are available via VISTA.
- Online discussion is encouraged especially if it regarding general course information relevant to all students.

### 7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:

- Learning and study support;
- Counselling support;
- Library training and support services;
- Disability support services;

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:

- Examination procedures and advice concerning illness or misadventure;
- Supplementary Examinations;
- Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see School web pages where this information is presented]

### 8. CONTINUAL COURSE IMPROVEMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

### 9. COURSE SCHEDULE

Lectures and interactive discussions will follow the plan described below. It is expected that participants will have read the required readings prior to the session each week to facilitate group interaction and to maximise personal learning.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>LECTURE</th>
<th>REQUIRED READING</th>
<th>ADDITIONAL READING</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Lecture: Marketing Knowledge Presentations 2 &amp; 3 Allocation of Topics for Presentations [5]</td>
<td>Strauss Chapter 6</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Lecture: Integrated Communications and E-Marketing</td>
<td>Strauss Chapter 13</td>
<td>Chaffey [5, 8]</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
<td>Reading Material</td>
<td></td>
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<td>----------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>9 Oct</td>
<td>Presentation 12 &amp; 13 Allocated for Presentations [14 &amp; 15 &amp; 16]</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14-30 Oct</td>
<td>Lecture: Wrap Up and Exam Review Presentations 17 &amp; 18</td>
<td>OPTIONAL RESEARCH PARTICPATION DUE</td>
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</table>