Unit Outline*

MKTG8502

Electronic Marketing

Semester 1, 2011
Crawley

Dr Wade Halvorson

Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

Welcome to e-Marketing, a course designed with a mix of time honoured marketing strategy and the latest technology options. I’m sure you will enjoy the real hands-on approach to test driving the technologies as well learn about them.

Unit content

A range of activities, readings and seminars challenge you to envision electronic marketing benefits for business, government, organisations, events and yourself - now and in the future.

The goal of the unit

We focus on keeping the customer at the forefront of e-marketing by exploring how technology, business practice and online behaviours fit together for the benefit of the customer and the organization. The goal is to prepare marketing professionals to enter the industry, fully equipped to handle the challenges of the Web 2.0 and upcoming Web 3.0 eras.

Learning outcomes

On completion of this unit, you should be able to:

- Illustrate insight into how traditional marketing structures and concepts, techniques and activities translate into the electronic marketing medium.
- Demonstrate an integrated perspective of how electronic marketing contributes to value creation for all stakeholders.
- Illustrate an ability to analyse the market and to create and develop innovative electronic solutions to fulfil identifiable needs.
- Combine theory with the pragmatism required to effectively traverse the divide between marketing and delivering an electronic solution to market needs.

Educational principles and graduate attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

- Develop effective online communication skills through the planned development and execution of a blogging strategy.
- Develop competencies to work effectively with social media technologies by undertaking a series of exercises using Web 2.0 technologies.
- Demonstrate self-management and independent learning skills through the completion of the prescribed essay assignment.
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies
In designing this unit I have included a hands-on technology-based project providing students with the opportunity of learning by participating in the current social media revolution. I have balanced that with a research oriented project and included a series of in-class quizzes to drive the learning process. This is an exciting period of development in marketing and students will have every opportunity to experience the excitement as they learn about it.

Teaching and learning evaluation
You may be asked to complete two evaluations during this unit. The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance
Participation in class, whether it is listening to a lecture or getting involved in other activities, is an important part of the learning process; therefore it is important that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.

CONTACT DETAILS
We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
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<tbody>
<tr>
<td><strong>Name:</strong> Dr Wade Halvorson</td>
<td></td>
</tr>
<tr>
<td><strong>Email:</strong> <a href="mailto:wade.halvorson@uwa.edu.au">wade.halvorson@uwa.edu.au</a></td>
<td></td>
</tr>
<tr>
<td><strong>Phone:</strong> 6488 1979</td>
<td></td>
</tr>
<tr>
<td><strong>Consultation hours:</strong> By appointment</td>
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<tr>
<td><strong>Seminar times:</strong> Fridays, 2.00pm – 5.00pm</td>
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<tr>
<td><strong>Seminar venue:</strong> BUSN:G42 Michael Chaney Case Study</td>
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TEXTBOOK(S) AND RESOURCES

Unit website
http://www.webct.uwa.edu.au

Required textbook
Companion website www.palgrave.com/business/dann/students/

Required reading
The Elements of Style (EOS), William Strunk Jr. and E.B. White: paperback or pdf

Six Rules for Effective Writing, by George Orwell

Software requirements
Optional web tools and resources

Following is a link to the textbook authors’ guide to a whole book’s worth of software, sign-ups and social media site memberships. It is presented to you online so the links are live (click and go), the content is relatively fresh and sets the scene for the printed book.
www.palgrave.com/business/dann/students/chapter0.pdf
Additional resources and reading material


## UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week #</th>
<th>Topic</th>
<th>Preparation</th>
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<tbody>
<tr>
<td>1</td>
<td>Fri 4 March</td>
<td>Introduction to the unit</td>
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<tr>
<td></td>
<td></td>
<td>Ch 0 <a href="www.palgrave.com/business/dann/students/chapter0.pdf">www.palgrave.com/business/dann/students/chapter0.pdf</a></td>
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<tr>
<td></td>
<td></td>
<td>Ch 1 Introduction to e-marketing</td>
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<tr>
<td>2</td>
<td>Fri 11 March</td>
<td>Topic 1 Background</td>
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<td></td>
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<td>Ch 2 Foundations of e-marketing and Ch 3 e-Marketing strategies</td>
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<tr>
<td>3</td>
<td>Fri 18 March</td>
<td>Topic 2 Planning</td>
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<tr>
<td></td>
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<td>Ch 4 e-Marketing planning and Ch 5 Online consumer behaviour</td>
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<td>4</td>
<td>Fri 25 March</td>
<td>Topic 3 Principles</td>
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<td>Ch 6 Creation, delivery and exchange of value offerings</td>
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<td>5</td>
<td>Fri 1 April</td>
<td>Topic 3 (continued)</td>
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<td>Ch 7 Branding and promotion Ch 8 Services and relationship marketing</td>
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<td>6</td>
<td>Fri 8 April</td>
<td>Topic 3 (continued)</td>
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<td></td>
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<td>Ch 9 Community and networks Ch 10 Implementation</td>
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<td>7</td>
<td>Fri 15 April</td>
<td>Topic 4 Applications</td>
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<td></td>
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<td>Ch 11 Applications of e-Marketing</td>
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<td>8</td>
<td>Fri 6 May</td>
<td>Topic 4 (continued)</td>
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<td></td>
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<td>Ch 12 Social media</td>
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<td>9</td>
<td>Fri 13 May</td>
<td>Topic 4 (continued)</td>
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<tr>
<td></td>
<td></td>
<td>Ch 13 m-commerce</td>
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<tr>
<td>10</td>
<td>Fri 20 May</td>
<td>Topic 4 (continued)</td>
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<td></td>
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<td>Ch 14 Beyond the web</td>
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<td>11</td>
<td>Fri 27 May</td>
<td>Topic 4 (continued)</td>
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<td></td>
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<td>Ch 15 Social impact</td>
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<tr>
<td>12</td>
<td>Fri 3 June</td>
<td>Revision</td>
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<td>Ch 0 thru Ch 15</td>
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ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment mechanism summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>In class quizzes</td>
<td>20%</td>
<td>as advised</td>
<td>4 quizzes worth 5 marks each</td>
</tr>
<tr>
<td>Assignment 1</td>
<td>20%</td>
<td>Thu 31 Mar</td>
<td>Marketing technology analysis</td>
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<tr>
<td>Assignment 2</td>
<td>30%</td>
<td></td>
<td>Blog project</td>
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<tr>
<td></td>
<td>0%</td>
<td>Thu 7 Apr</td>
<td>Part 1: Proposal</td>
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<td></td>
<td>10%</td>
<td>Thu 14 Apr</td>
<td>Part 2: Plan</td>
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<td></td>
<td>10%</td>
<td>Thur 5 May</td>
<td>Part 3: Content</td>
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<tr>
<td></td>
<td>10%</td>
<td>Thu 26 May</td>
<td>Part 4: Review</td>
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<tr>
<td>Final exam</td>
<td>30%</td>
<td>as advised</td>
<td>20% MCQ - 50% Short Answer - 30% case study</td>
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Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

Assessment components

In class quizzes (20%)

During semester, at four of the Friday lectures, students will be given a short quiz on the material covered in that week’s chapter. Each quiz is worth 5 marks, totalling 20 marks for the semester. Each quiz will be announced immediately prior to it taking place. Those students failing to attend the lecture at which a quiz is conducted will not have another chance to take the quiz. Students who advise the lecturer by email BEFORE a missed lecture of a valid reason for being absent, will be accommodated individually by agreement with the lecturer.
Assignment 1 (20%)  
Marketing Technology Analysis
Choose an internet marketing tool, technique or technology and discuss the value of its use for marketing. Write a report that either supports the integration of this technology into marketing activity OR which rejects the adoption of the technology. Justify your decision to include or exclude this technology on the basis of marketing theory and practice.

This essay style report should be no more than 2,000 words with a minimum 10 references, 5 of which must be academic journal references. Harvard referencing applies.

Partial list of candidate technologies;
1. Twitter and / or Jaiku and / or microblogging.
2. Blogs and / or blogging and / or Wordpress.
3. Facebook and / or Myspace and / or social networking.
4. Technorati or Digg and / or meta filter and / or meme tracking websites.
5. Del.icio.us and / or social bookmarking.
6. Vuze (http://www.vuze.com/app) and / or Bittorrent.
7. X-box Live and / or Sony Home and / or Rock Band’s Music Store.
8. iTunes and / or Valve’s Steam software.
9. Mobile Phones and / or M-Commerce.
10. Zazzle and/or Cafepress and/or Lulu.com or any other self publishing platform.

Assignment 2 (30%)  
Blog Project
The Blog Project consists of four interconnected assessment tasks which require the student to propose a blogging concept, outline a plan for the delivery of the blog, implement that plan, and measure the planned outcomes against the performance of the blog for write up in a review document. This is both a practical exercise in the sense of operating in the real live internet environment, and a conceptual exercise of drawing on the theories and concepts of the textbook chapters to explain past, present and future activity.

Part 1: Proposal 0%
The proposal outlines the preliminary information about the blog and establishes the goals that will carry forward into the Plan.

Part 2: Plan 10%
The plan is a detailed task that incorporates documentation of the planning process, references and a theoretical focus on the task. The plan sets up the requirements for the content, and establishes key metrics to be documented in the Review.
Part 3: Content 10%

The content section is the creation, maintenance and operation of the blog. As a practical project, the blog is a live event that can be accessed by the rest of the world, and is a real product in a real marketplace of ideas. The content will be assessed on the blog as a standalone item.

Part 4: Review 10%

The final part of the project draws together the proposal, plan and content through a review of the performance of the student over the semester. Objectives and goals set previously are measured by the metrics, and the review emphasises benchmarking the blog activity, and assesses the value of the metrics after they have been field tested.

A complete Blog Project manual will be provided at the introduction session.

Final Exam (30%)

The exam will be two hours plus 10 minutes reading time. The format will be;
- 20 x multiple choice questions for 1 mark each = 20 marks
- 5 short answer questions for 10 marks each = 50 marks
- 1 case study = 30 marks

Submission of assignments

Assignments are to be submitted via the assignment drop box in the unit's WebCT site.

Student Guild

Phone: (+61 8) 6488 2295
Facsimile: (+61 8) 6488 1041
E-mail: enquiries@guild.uwa.edu.au
Website: http://www.guild.uwa.edu.au

Charter of Student Rights and Responsibilities


Appeals against academic assessment

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals).