The University of Southern Queensland

Course Specification

**Description: Electronic Marketing**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT</td>
<td>2003</td>
<td>10176</td>
<td>1, 2002</td>
<td>EXT</td>
<td>1.00</td>
<td>TWMBA</td>
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</table>

**Academic Group:**  FOBUS  
**Academic Org:**  FOB004  
**HECS Band:**  2  
**ASCED Code:**  080599

**STAFFING**
Examiner: Michael Gardiner  
Moderator: Jane Summers

**PRE-REQUISITES**
Pre-requisite: MKT 1001

**SYNOPSIS**
An understanding of marketing and how it is used within the emerging electronic environment is becoming an essential aspect of doing business. This course is grounded in an understanding of marketing principles but takes a practical approach to the application of those principles. That is, students will be reminded of the principles and then shown how organisations can apply them in practice.

**OBJECTIVES**
On successful completion of this course students will be able to:

- Understand the difference between e-Marketing and internet marketing;
- appreciate how electronic media influences marketing decision-making in all organisations; and
- use sound marketing principles to develop strategies for product, pricing, people, distribution and promotion decisions for various target markets.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Understanding the critical role of e-marketing in organisations and society</td>
<td>5.00</td>
</tr>
<tr>
<td>2. Understanding the customer, both consumers and organisations</td>
<td>10.00</td>
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</tbody>
</table>
3. Identifying target markets and positioning the product 10.00
4. Marketing information systems and decision support systems 10.00
5. Managing products and services 10.00
6. Managing the price 10.00
7. Managing the distribution and the value chain 10.00
8. Managing the integrated marketing communications 10.00
9. Managing the people/relationships 10.00
10. Ethical and future issues that relate to electronic marketing. 10.00
11. Marketing strategy development and integration 5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.
Dann, S, and Dann S, 2001 Strategic Internet Marketing, John Wiley & Sons, Brisbane.

REFERENCE MATERIALS
Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

To be advised.

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
<td>165</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
</tr>
<tr>
<td>CASE STUDY</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>04 Mar 2002</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S1</td>
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</table>
NOTES:
1. Further details about the due dates are detailed in the assessment section of the Course Specifications.
2. Further details about the due dates are detailed in the assessment section of the Course Specifications.
3. You will be notified of the official examination date following finalisation of the schedule.

OTHER REQUIREMENTS
1. To be assured of a passing grade in this course students will be required to obtain at least 50% for the assignments in aggregate; at least 50% in the final examination; and an overall mark of at least 50%. Final grades for the course will be determined by the addition of the marks obtained in each assessment item, weighted as in the Assessment Details and by considering the students' level of achievement of the objectives of the course. To be assured of a B grade students will be required to obtain an overall mark of 65%. To be assured of an A grade students will be required to obtain an overall mark of 75%. To be assured of a HD grade students will be required to obtain an overall mark of 85%.

2. Due Date: The due date for an assignment is the date by which a student must despatch the assignment to the university. The onus is on the student to provide, if requested, proof of despatch. In the absence of proof, the Course Leader will apply the late penalty. Extensions: Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The Course Leader shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Leader. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the Course Leader for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: - the date the medical condition began or changed; - how the condition affected the student's ability to study; - when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the
case of a medical extension, you do not need to contact the Course Leader unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: - the date the student's personal circumstances began or changed; - how the circumstances affected the student's ability to complete the assignment; - when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: - the date the student's employment began or the conditions of employment changed; - how this prevents the student from completing the assignment In the case of an extension for employment-related reasons you must contact the Course Leader before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

3 Text Books: Please note that it is the responsibility of the student to acquire a copy of the textbook as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ bookshop.

4 Students must retain a copy of all assignments, which must be provided if/when required by the Course Leader.

5 Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.

6 Students must put the "word count" for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

7 A Residential School will be cancelled if insufficient numbers, {10 for undergraduate/5 for postgraduate}, are enrolled by the cut-off date for enrolling in School. If a student's School is cancelled, they will be notified and they can then contact the Course Leader to arrange an informal meeting at a mutually convenient time.