The University of Southern Queensland  
Course Specification

Description: E-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>
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</thead>
<tbody>
<tr>
<td>MKT</td>
<td>8009</td>
<td>14277</td>
<td>2, 2002</td>
<td>ONC</td>
<td>1.00</td>
<td>TWMBB</td>
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Academic Group: FOBUS  
Academic Org: FOB004  
HECS Band: 2  
ASCED Code: 080599

STAFFING
Examiner: Jane Summers  
Moderator: Michael Gardiner

SYNOPSIS
An understanding of marketing and how it is used within the emerging electronic environment are becoming essential aspects 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 instructed in 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 relevant principles of 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>10.00</td>
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<td>2. Managing the marketing planning and strategic effort</td>
<td>10.00</td>
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<td>3. Marketing information systems and marketing research</td>
<td>10.00</td>
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<td>4. Identifying target markets and positioning the product</td>
<td>10.00</td>
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<td>5. Managing the product</td>
<td>10.00</td>
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6. Managing the price 10.00
7. Managing the distribution 10.00
8. Managing the promotion 10.00
9. Managing the people/relationships and services marketing 10.00
10. Ethical issues that relate to electronic marketing in particular 10.00

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.

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

ACTIVITY HOURS
Directed Study 165

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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<tr>
<td>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>28 Aug 2002</td>
</tr>
<tr>
<td>CASE STUDY</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>25 Oct 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 S2</td>
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NOTES:
3. You will be notified of the official examination date when the scheduling is finalised.

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. 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%.

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 commcoursey 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 commcoursey 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.