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>
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<tr>
<td>MKT</td>
<td>2003</td>
<td>21276</td>
<td>1, 2003</td>
<td>ONC</td>
<td>1.00</td>
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Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Melissa Johnson Morgan
Moderator: Jane Summers

SYNOPSIS
An understanding of marketing and how it is used within the 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 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>
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<tr>
<td>2. Understanding the customer, both consumers and organisations</td>
<td>10.00</td>
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<tr>
<td>3. Identifying target markets and positioning the product</td>
<td>10.00</td>
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<td>4. Marketing information systems and decision support systems</td>
<td>10.00</td>
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<tr>
<td>5. Managing products and services</td>
<td>10.00</td>
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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 & Dann S 2001, Strategic Internet marketing, John Wiley & Sons, Brisbane.
(revised edition)

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>
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<th>Due Date</th>
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<tr>
<td>ESSAY</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>16 Apr 2003</td>
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<tr>
<td>CASE STUDY</td>
<td>30.00</td>
<td>30.00</td>
<td>Y</td>
<td>28 May 2003</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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(see note )

NOTES:
The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.
2 Requirements for students to complete each assessment item satisfactorily:
To complete the assignments satisfactorily, students must obtain at least 50% of
the marks available for the assignments in aggregate. To complete the examination
satisfactorily, students must obtain at least 50% of the marks available for the
examination.

3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval then a
penalty of 20% of the total marks gained by the student for the assignment will
apply for each working day late.

4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must attempt all of the
summative assessment items, achieve an aggregated mark of at least 50% in the
total marks allocated for the assignments, achieve at least 50% in the examination,
and at least 50% of the available weighted marks for the summative assessment
items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate
of the marks (or grades) obtained for each of the summative assessment items in
the course.

6 Examination information:
This is a closed examination. Candidates are allowed to bring only writing and
drawing instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during
the next examination period.

8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10
Academic Misconduct for further information and to avoid actions which might
contravene University Regulations. These regulations can be found at the URL:
http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the
current USQ Handbook. Students should also read The Guide to Policies and
Procedures of the Faculty which can be found at the URL:
version of the current USQ Handbook.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student
must despatch the assignment to the USQ. The onus is on the student to provide
proof of the despatch date, if requested by the Examiner. (ii) Students must retain
a copy of each item submitted for assessment. This must be produced within 24
hours if required by the Examiner. (iii) The Examiner may grant an extension of
the due date of an assignment in extenuating circumstances. Applications for
extensions should be in writing and must include supporting documentary evidence.
Extensions are only granted in unforeseen and uncontrollable circumstances. The
Examiner 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 Examiner. 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 Examiner 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
Examiner 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 Examiner 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 Examiner before the due date to discuss the reason
for the extension and to negotiate the length of an extension if granted. (iv) The
Examiner will normally only accept assessments that have been written, typed or
printed on paper-based media. (vi) In the event that a due date for an assignment
falls on a local public holiday in their area, such as a Show holiday, the due date
for the assignment will be the next day. Students are to note on the assignment
cover the date of the public holiday for the Examiner's convenience.

2 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.

3 Word Count in Assignments: 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 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.

4 Course Weightings: 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. The examination may test material already tested in assignments.

5 Deferred Work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).