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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<tbody>
<tr>
<td>MKT</td>
<td>2003</td>
<td>30171</td>
<td>1, 2004</td>
<td>ONC</td>
<td>1.00</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080599

STAFFING
Examiner: Michael Gardiner
Moderator: Melissa Johnson Morgan

REQUISITES
Pre-requisite: MKT1001

RATIONALE
This course offers a contemporary view of marketing using imperative technological strategies. eMarketing is an exciting and high growth area which is equally relevant to small business and large global companies alike.

SYNOPSIS
In the wake of the dot com frenzy and subsequent crash of the 90's, this course offers a rational, business oriented look into the world of ebusiness. Sustainable ebusiness strategies rely on a marketing orientation and improving the business value chain. This course will show how etechnologies can be used to restructure a business and create new business models.

OBJECTIVES
On completion of this course learners will be able to:

- understand the difference between e-Marketing and Internet marketing;
- discuss the advantages and disadvantages of e-Technologies in researching and reaching consumer markets;
- become aware of the bases of marketing exchange at the firm, customer, and at the inter-firm level;
- learn how information technology can be used to target individual customers with customized marketing presentations;
• learn how the new technological environment will impact marketing practice;
• learn how to develop and evaluate strategic marketing plans utilizing the latest in
  technological systems;
• present material in correct written format including Harvard style referencing of
  sources;
• draw on scholarly material, as well as current business practice, to examine, analyse
  and evaluate marketing issues in the electronic environment; and
• demonstrate self-direction in learning.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introduction to eMarketing</td>
<td>5.00</td>
</tr>
<tr>
<td>2. eBusiness Technology</td>
<td>5.00</td>
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<tr>
<td>3. eBusiness Communications</td>
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<tr>
<td>4. eBusiness Distribution and Supply Chain Management</td>
<td>10.00</td>
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<tr>
<td>5. eMarketing Models</td>
<td>10.00</td>
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<td>6. eCommerce and Marketing</td>
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<tr>
<td>7. ePromotion</td>
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<td>8. eConsumers and the Diffusion of Innovation</td>
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<td>9. eMarketing Research</td>
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<td>10. eMarketing Management</td>
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<tr>
<td>11. eMarketing Strategy</td>
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<td>12. Contemporary Issues in eMarketing</td>
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</table>

**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).

MKT2003 study package available from the USQ Bookshop.


(revised edition)
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.

There are a number of journals, periodicals, on-line sources and CD ROMs that you can gain access to - interrogation and use of these will help you to get valuable insights and knowledge - PLEASE USE THEM! Check the USQ Library website for the Faculty of Business at http://www.usq.edu.au/library/faculties/business/default.htm


STUDENT WORKLOAD REQUIREMENTS:

<table>
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<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
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<tr>
<td>Report Writing</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
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<tbody>
<tr>
<td>INDUSTRY ANALYSIS</td>
<td>20.00</td>
<td>20.00</td>
<td>07 Apr 2004</td>
</tr>
<tr>
<td>CASE STUDY</td>
<td>30.00</td>
<td>30.00</td>
<td>26 May 2004</td>
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<tr>
<td>2 HOUR EXAMINATION</td>
<td>50.00</td>
<td>50.00</td>
<td>END S1 (see note 1)</td>
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NOTES:

1. 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 you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

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/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/2004/bus.html.

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).