



# Syllabus E-Marketing 403 MKT

## Course Description, Requirements, and Assignments

***Instructor: Reem Ahmed Alshehri***

**[Raalshehri@ksu.edu.sa](mailto:Raalshehri@ksu.edu.sa)**

**[Marketing.Reem@gmail.com](mailto:Marketing.Reem@gmail.com)**

<b>Lecture Time</b>	<b>Tuesday 11:00 – 2:00</b>	<b>Building 16 Class # C5</b>
<b>Office hrs</b>	<b>Sat 10:00 – 1:00 , Wed 10:00 – 1:00</b>	<b>Office # 8 , 2<sup>nd</sup> floor , Building 16</b>

### Course Description

The internet and other information technologies have created many interesting and innovative ways to provide customer value since its inception in 1969. Web sites for marketing communication and customer support; one-to-one communication to many different receiving devices; consumer behavior insights based on offline and online data combination; inventory optimization through CRM-SCM integration; a single-minded focus on ROI and associated performance metrics are all important strategies. The social media provide perfect platforms for connecting with today's consumer: High readership blogs, social networks (such as Facebook and LinkedIn), and online communities (such as YouTube, Twitter and Second Life), gave consumers the opportunity to be heard in large numbers, and smart marketers have learned how to tap into these "citizen journalists" for improving products and marketing communication.

You will learn all about these strategies and more in this course. The course uses a mix of lecture/discussion, interesting individual and group projects, outside speakers, and exams. Prepare for an exciting and dynamic learning experience.

### General Course Learning Objectives

The overall objectives are to understand internet users and to identify profitable E-Marketing strategies. In addition, this course will help you master the following:

1. Explain how the internet is used for primary and secondary research.
2. Understand the E-Marketing context: e-business models, performance metrics, and role of strategic planning.
3. Describe several technological, legal and ethical issues regarding internet use
4. Describe marketing strategies of segmenting, targeting, positioning, and differentiation.
5. Describe the consumer exchange process online and its outcomes.
6. Know how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's E-Marketing strategy.
7. Evaluate several customer relationship management (CRM) strategies using internet technology
8. Understand how several industries use the internet in their businesses.

### Course Projects and Evaluation: How to Achieve the Learning Objectives

More information is at the end of this syllabus.

1. **Class participation.** This includes several small tasks, in-class exercises, attendance and attentiveness during class. This part of the grade depends on the quality of your contributions. Highly valued contributions include asking insightful questions about the assigned readings and student presentations, and completing small assignments competently before and during class.
2. **E-Marketing Brief (individually).** Prepare a 2 page “white paper” on a cutting edge topic of interest to you and of value to local businesses.
3. **E-marketing strategy analysis (in team).** Analyze company engaging in e-marketing and present your findings to the class.
4. **Two exams.** There will be two exams covering E-Marketing and other assigned readings

### Evaluation Plan

<u>Task</u>	<u>Points</u>
Participation	5
E-Marketing brief (individual)	10
Strategy analysis (team)	20
Midterm Exam	25
Final Exam	40
Total	100

### Course Requirements

To succeed in this course you must have:

- An e-mail account and check it daily for class communication.
- A network account for the College of Business labs.
- Frequent access to the class web site for up-to-date information about the class and assignments—the online schedule is law.

Attendance and participation are important parts of the learning environment in this class. While there is no attendance grade in this class, excessive absences or inattentiveness may result in a lower participation grade. Important information and skills are learned in the classroom setting; try not to miss class.

No late papers will be accepted in this class. If you find you must miss class on the day a paper is due, please have it delivered via hard copy, e-mail, or FAX to the professor **prior** to class.

**Required reading**

1. Judy Strauss and Raymond Frost . *E-Marketing* 6<sup>th</sup> ed . Upper Saddle NJ: Prentice Hall.
2. E-mail from the professor or classmates.
3. Additional articles TBA.

**Policy on Academic Honesty**

Academic honesty means doing one's own work and giving proper credit to others who's work and thought one may draw upon. Two important types of academic misconduct are cheating and plagiarism.

Cheating includes copying from others or allowing others to copy from you during exams and collaborating with others on projects unless authorized by the professor to do so. In this class, you may ask others to review your work and make suggestions for improving, but they cannot write for you nor assist substantially in your work. Team projects are different because of their collaborative nature - however, to be a good team member you should also do individual work.

Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. If you use more than five words of text from another's work, it must appear in quotations as above. If you condense or paraphrase another's work it must be attributed in the text and the full citation must appear in endnotes. You are encouraged to use published work in your projects — just give credit.

Anyone found not in compliance with the above will receive a zero on the work and possibly worse. Please get your money's worth for this education by doing your own work.

## Course Schedule

Week	Agenda, Readings and Assignments
1	<b>Class introduction and preview</b> <b>Introduction to E-Marketing</b> Group formation Sign up for E-Marketing brief topics and dates <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 1: Past, Present, and Future</li> <li>• Note: check <a href="http://www.emarketer.com/">http://www.emarketer.com/</a> for current articles on all topics</li> </ul>
2	<b>E-Marketing Strategy and Planning</b> Lecture on E-Marketing strategy analysis for team assignment <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 3: The E-Marketing Plan</li> <li>• Parasuraman, A. &amp; Zinkhan, G. M. (2003). Marketing to and serving customers through the Internet: An overview and research agenda. <i>Journal of the Academy of Marketing Science</i>, 30(4), 286-295.</li> </ul>
3	E-Marketing Environment <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 4: Global Markets</li> <li>• Chapter 5: Ethical and Legal Issues</li> <li>• CIA World Factbook for country technology usage (<a href="https://www.cia.gov/library/publications/the-world-factbook/">https://www.cia.gov/library/publications/the-world-factbook/</a>)</li> <li>• Brett Trout's blog focusing on technology law (<a href="http://blawgit.com/">http://blawgit.com/</a>)</li> </ul> <b>Participation Grade Assignment:</b> <ul style="list-style-type: none"> <li>• Identify the 5 countries with the highest internet usage and briefly describe the population characteristics (use the CIA Factbook)</li> </ul>
4	<b>Web site design</b> (using Exhibit 1.6 and outside readings) <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Rosen, D. E. &amp; Purinton (2004). Website design: Viewing the web as a cognitive landscape. <i>Journal of Business Research</i>, 57: 787-794.</li> <li>• Dr. Jakob Nielsen articles on Usability: <a href="http://www.useit.com/alertbox/">http://www.useit.com/alertbox/</a></li> </ul> <b>Participation Grade Assignment:</b> <ul style="list-style-type: none"> <li>• Bring a list of 15 important elements of a good website to class based on your analysis. Be ready to discuss examples to support your list.</li> </ul>
5	<b>Research and Metrics</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 2: Strategic E-Marketing and Performance Metrics</li> <li>• Chapter 6: Marketing Knowledge</li> <li>• Gordon Liametz, RevenuePerformance.com (<a href="http://www.revenueperformance.com/">http://www.revenueperformance.com/</a>)</li> </ul> <b>Participation Grade Assignment:</b> <ul style="list-style-type: none"> <li>• Law Marketing Metrics Worksheet (included in this document)</li> </ul>

6	<b>Consumer Behavior Online</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Chapter 7 - Consumer Behavior</li> <li>Reibstein, D. J. (2003). What attracts customers to online stores, and what keeps them coming back? <i>Journal of the Academy of Marketing Science</i>, 30(4), 286-295. (RC)</li> <li>Geissler, G. L. (2001). Building customer relationships online: the Web site designers' perspective. <i>Journal of Consumer Marketing</i>, 18 (6): 488-502.</li> <li>Nielsen Online (<a href="http://www.nielsen-online.com/resources.jsp?section=pr_netv&amp;nav=1">http://www.nielsen-online.com/resources.jsp?section=pr_netv&amp;nav=1</a>)</li> </ul>
7	<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Chapter 9 - Differentiation and Positioning Strategies</li> </ul>
8	Exam 1
9	<b>Product and Pricing</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Chapter 10 - Product: The Online Offer</li> <li>Chapter 11 - Pricing: The Online Value</li> <li>"Online Pricing Strategy Approaches." Dave Chaffey's site: <a href="http://www.davechaffey.com/">http://www.davechaffey.com/</a></li> </ul>
10	<b>The Internet for Distribution</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Chapter 12 - The Internet for Distribution</li> <li>CNNMoney.com, June 3, 2008: "Cisco e-commerce study reveals mobile phone to be new 'fourth channel' for revenue."</li> <li>Bradley, Bartlett &amp; Weber, "Retail Shopping in 2007: The Net versus the Mall" (HBR)</li> <li>Szymanski, D. M. &amp; Hise, R. T. (2000). e-Satisfaction: An initial examination. <i>Journal of Retailing</i>, 76(3): 309-322.</li> <li>Internet Retailer (<a href="http://www.internetretailer.com/">http://www.internetretailer.com/</a>)</li> </ul>
11	<b>E-Marketing Communication</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Chapter 13 - E-Marketing Communication Tools</li> <li>Interactive Advertising Bureau for white papers and standards on online advertising (<a href="http://www.iab.net/">http://www.iab.net/</a>)</li> </ul> <b>Participation Grade Assignment:</b> <ul style="list-style-type: none"> <li>Identify and describe 3 cutting edge advertising formats supporting the Web or mobile content (e.g., Google Gadgets).</li> </ul>
12	<b>E-Marketing Communication Continued: Search Engine Marketing</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>Google's "Search Engine Optimization Starter Guide" (search for current location)</li> <li>SearchEngineWatch.com (<a href="http://searchenginewatch.com/">http://searchenginewatch.com/</a>)</li> <li>Google's Ad Words program (search for current link)</li> </ul> <b>Participation Grade Assignment:</b> <ul style="list-style-type: none"> <li>Review the university's home page for meta tags. Bring a copy of all you find and tell whether or not they describe the site well. (note: you can also use Amazon.com or another site if your school doesn't have them)</li> </ul>

13	<b>Online Media (Social Media focus)</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 14 - New Digital Media</li> <li>• “50 Social Sites That Every Business Needs a Presence on.” Inside CRM Editors on January 28, 2008. (<a href="http://www.insidecrm.com">www.insidecrm.com</a> and Appendix B)</li> <li>• Note: add current readings on social networking traffic or suggest that students visit <a href="http://technorati.com">technorati.com</a> to evaluate top blogs and traffic.</li> </ul>
14	<b>Customer Relationship Management</b> <b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Chapter 15 - Customer Relationship Management</li> <li>• Reichheld, F. F. &amp; Schefter, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113.</li> <li>• Salesforce.com and other CRM vendor sites for good case studies and white papers (<a href="http://www.salesforce.com/">http://www.salesforce.com/</a>)</li> <li>• 1:1 Media/Peppers&amp;Rogers Group: (<a href="http://www.1to1.com/">http://www.1to1.com/</a>)</li> </ul>
15	Project presentations
16	Final Exam

Academic article reading suggestions from Robert Cascio, University of Central Florida