



MKT 403: Electronic Marketing, Class 45245

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Lecture Hours: Monday (9-12), Room A 040, Credit 3
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Course Description

Internet influences every aspect of our life. The electronic media and technology enable organizations to acquire products, services, and materials from suppliers; market goods and services to customers; allow members of the organization to communicate with each other; and monitor the external environment.

This course provides an overview of the rapidly changing world of marketing, and builds on marketing principles to investigate specialist areas. The Internet and other technologies provide many opportunities for marketing applications. By addressing what is unique about electronic marketing, the course explores how these technologies are creating value for customers as well as benefits for companies and their brands.

Specifically the course deals with issues such as:

- Introduction to electronic marketing and its technological foundations.
- Business implications of electronic marketing.
- Marketing, retailing, sales, and promotional implications.
- Associated social, legal, ethical implications of electronic marketing.

Prerequisite: MKT 201

Course Objectives

This course aims to do the following:

- Describe and understand the terminology, concepts, and activities of electronic marketing.
- Identify the recent developments and their origins in electronic marketing practice.
- Prepare students to develop an integrated electronic marketing strategy.

Learning Outcomes

Upon completion of the course, students should be able to:

- Describe key elements and developments in electronic marketing.
- Identify key electronic marketing strategies of companies.
- Apply conceptual knowledge and analytical skills to develop electronic marketing plan.
- Work effectively in a group and contribute to decision making.
- Write quality business reports.
- Effectively communicate the analysis and strategy.

Required |Text

- Strauss, Judy & Frost, Raymond (2014). *E-Marketing*. 7th ed. UK: Pearson Education Inc.



- **KSU Digital Library Databases (SDL):** ProQuest, Passport, Emerald, Science Direct - Elsevier

Additional Readings

- Chaffey, D., Ellis-Chadwick, F., Mayer R., & Johnston K. (2009). *Internet Marketing- Strategy, Implementation and Practice*. 4th ed. Prentice Hall.
- Articles, to be assigned later.

Course Policies

- **Use proper salutation in your emails and communicate professionally.** Also, please note that in most cases, the answer to your questions is already provided in the course syllabus, announcements, or emails that I send to you. If your email includes questions the answer to which is already provided, I will not repeat the answer and will only refer you to the source where you can find the answer.
- **Check for e-mail and announcements weekly.** You should log-in to your Blackboard at least once per day during the week to make sure you are cognizant of current information and assignments. I make extensive use of “announcements” in this course. The email announcement tool is a great way to provide guidance and clarification on course procedures and materials. You must check for announcements daily – no excuses!
- **Deadlines for assignments and quizzes and exams closing dates are strictly enforced.** This is particularly critical with respect to the exams and submissions.
- **Students are expected to attend classes.** You need to discuss any situations that are impacting your attendance – as they arise – and in advance.
- **Students are expected to be prepared for class.** You need to read the material designated for the day and be ready to **participate** in the order of business for the day.
- **Students are expected to do and submit their own work.** Be sure to cite any thing that is not your original thought!
- **Students are expected to demonstrate professionalism and integrity.**
- **For drops etc.** If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive an “F” for the course at the end of the semester.
- **Important: If you miss a quiz or an exam for any reason, Make-up exams** are not permitted except in cases of verified emergencies or other special circumstances, and the burden of producing verification would be yours. In such cases, you must still notify me at the earliest possible opportunity, and submit evidence to document the special circumstances (do not wait to be asked to do so). **Make-up exams** will be held on **week 16th (16th of December 2015)** covered **all the chapters** discussed in this semester.

Class Participation and Attendance

- Class participation is an **important** element of this course. The quality of participation is reflected from careful reading of study material, as well as clear and concise comments during each session.
- **Attendance is not a component of participation.** A record of attendance will be maintained and students with more presence will benefit **if an opportunity for bonus arises**. It is compulsory to attend at least **75%** of all classes. Any student failing to attend



75% of the classes will not be able to sit in the Final Examination. Important information and skills are learned in the classroom setting; try not to miss class.

Additional Policies

- **Special Needs:** Any such student need to inform Student Affairs Unit for necessary arrangements. After initial provisions are made, kindly coordinate with me.
- **Academic Misconduct:** “Academic Misconduct” by a student includes all acts of dishonesty in any academic matter, and is not limited to cheating, plagiarism, fabrication, or misrepresentation. This can be knowing or intentional help or attempt to help, or conspiracy to help, another student during the process of exams. Any work on the quizzes, exams, or assignments (projects) must be entirely yours with ABSOLUTELY NO outside help or assistance. Individual assignments that look too “similar”, in my judgment, will be treated as done with unfair consultation. Copying or using material from papers previously submitted by other students (at KSU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “**cutting and pasting**” from other sources, even if properly footnoted does not meet the criterion of submitting your own work and will result in a failing grade for the course. The Academic Misconduct Code of CBA will be enforced if found guilty. Penalties include a failing grade in an assignment, exam, or course; or any other action decided by the Chairman/ Examination Unit.

Assessment Guidelines

The final grades based on the total score out of 100 marks are A+ (95-100), A (90-94), B+ (85-89), B (80-84), C+ (75-79), C (70-74), D+ (65-69), D (60-64) , and F (less than 60).

Final Exam

The final exam will be of 2 hour duration and maximum 40 marks. The questions will be **subjective (essay) and objective (fill in the blanks, multiple choice, True/False)**, and include **conceptual** as well as **applied** issues.

The final exams for fall semester will start in the Mid. of May, 2016. Exact date of exam for the course will be announced in advance.

Mid-Terms (1 and 2)

The mid-term test will be based on syllabus coverage, classroom discussions, assigned reference material and any other relevant theme decided during the announcement. To perform well, students need to be attentive in class, participate in discussions, follow the assigned material, and clarify doubts, if any. Midterms may consist of **multiple choice, true/false, and essay questions** which measure the ability to know and apply principles of good planning and staffing skills.

Reviewing Exams: After the availability period for an exam ends, you can review your exam. However, you may not share your exams with anyone. If you do so, it will be considered a violation of academic honesty and will be dealt with accordingly as specified later in the syllabus under academic integrity.

Case Analysis

This is an individual / group task and includes analysis of case studies in the class. The date of some case analysis exercises will be announced as the semester progresses.



Project Report and Presentation

The project work is a group task and includes development of electronic marketing plan for any business of choice. Each group has to submit one report, no later than the date and time noted in the schedule. **Late submission maybe acceptable, but will be subject to a 2 marks deduction** from the score received, irrespective of the quality of work. **No excuses will be accepted after the final date of submission.**

The project presentation is a group activity, but each student will present her contribution in the research. Each student will be judged on the basis of his contribution to the report and understanding of the entire work.

The project is intended to let the students focus on a particular aspect of electronic marketing. Students will use secondary data sources (library resources, relevant websites, etc.) and may conduct personal interviews with customers and key stakeholders of a retailer of their choice and write a **project report** where they present their findings (see Appendix for project guideline and more details). The project would require students to take initiative, think, and make decisions on their own. The instructor will only assist in decision-making and will not make the decision for the students.

Important: Project report will be graded based on the following criteria:

1. Evidence of understanding and ability to apply course concepts
2. Quality of research (depth, breadth, appropriateness) and proper acknowledgement, including complete citations of references.
3. Quality of analysis and thoughtfulness of the conclusions and suggestions.
4. Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive the full point if your writing is awkward, contains significant grammatical or punctuation errors, or is disorganized. One point may be deducted for each grammar and/or spelling mistake.

Grading

• Midterm 1	<i>20/05/1437 , 29/02/2016 (Monday)</i>	15%
• Midterm 2	<i>04/07/1437, 11/04/2016 (Monday)</i>	20%
• Case analysis exercises & other assignments		10%
• Team project & presentations	<i>20/07/1437, 27/04/2016 (Monday)</i>	15%
• Final Exam		40%
• Total		100%



Course Schedule*

	Week / 1437-2016	Lecture H.	Topics	Readings/s
1.	08/04 - 18/01	1	<i>Introduction & Orientation</i>	
2.	15/04 – 25/01	3	<i>E-Marketing Past, Present, Future</i> http://21cif.com/tutorials/micro/mm/urls/page5.htm https://www.quirk.biz/resources/88/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing	Ch. 1
3.	22/04 – 01/02	3	<i>Strategic E-Marketing,</i> http://www.smartinsights.com/solution/online-marketing-strategy/ http://www.emarketer.com/Article/How-Long-Take-Plan-Facebook-Twitter-Content/1011786	Ch. 2
4.	29/04 – 08/02	3	<i>E-Marketing Plan</i>	Ch. 3
5.	06/05 – 15/02	2, 1	<i>E-Marketing Research</i>	Ch. 6
6.	13/05 – 22/02	1 2	<i>Connected Consumers Online</i> <i>Segmentation, Targeting, , Differentiation & Positioning Strategies</i>	Ch. 7 Ch. 8
7.	20/05 – 29/02	1, 2	<i>1st Mid & Case Analysis</i>	
8.	27/05 – 07/03	3	<i>Product: The Online Offer</i>	Ch. 9
9.	05/06 – 14/03	---	<i>Mid Term Vacation</i>	
10.	12/06 – 21/03	2, 1	<i>Price: The Online Value & Case Analysis</i>	Ch. 10
11.	19/06 – 28/03	3	<i>Placement: Internet for Distribution</i>	Ch. 11
12.	26/06 – 04/04	1 1 1	<i>E-Marketing Communication: Owned Media</i> <i>E-Marketing Communication: Paid Media</i> <i>E-Marketing Communication: Earned Media</i>	Ch. 12 Ch. 13 Ch. 14
13.	04/07 – 11/04	1, 2	<i>2nd Mid & Case Analysis</i>	
14.	11/07 – 18/04	2, 1	<i>Customer Relationship Management, Case Analysis</i>	Ch. 15
15.	18/07 – 25/04	3	<i>e-Marketing Plan & Social Media Presentations</i>	
16.	25/07 – 02/05	3	<i>Feedback and Course Wrap-up</i>	
	TBA	3	<i>Other Case Studies & Assignments</i>	
	T. Methods		<i>Some classes will include videos, articles, cases, puzzles... related to the chapter discussed.</i>	
	Note		<i>1. Ch. 4 & 5 will be discussed through Project and other readings</i> <i>2. Changes to the schedule (if any) will be communicated in advance.</i> <i>3. Project Report Submission will be on 11/07/1437 – 18/04/2016</i>	



Appendix: Project Guidelines

Technical Specification

5 to 10 pages of report (excluding the cover page and interview transcripts) in Times New Roman with 12- point font, double space, A-4 paper size with one inch margins and page numbers inserted on the top right of the page.

The format of the plan will be uploaded to Blackboard.

Project Process

1. Every group of students may select one firm that either Virtual or has a presence on the Internet (i.e., a website which is used to market and sell the firm's products and services) as well as a physical presence (i.e., a physical store to market and sell the firm's products and services) such as Jarir bookstore, Altayar, Othiam Market, Dunkin Donuts etc.
2. After selecting the firm, the student will gather secondary data about the firm, its revenue, profit, market size, the contribution made by the web-section and social networking activities of the firm, etc. You can use library resources, industry magazines, newspaper articles, etc. You must cite these resources in your report.
3. Either Google educator will be used to follow the project progress or Blackboard.

Project Report Outline:

A maximum of **10 pages** or a minimum of **5 pages** (not counting the cover page) including points 1 through 6 as mentioned below; the transcript of interviews could be in addition to these 10 pages.

Important: Language is an important aspect of the project report. Write in a level that is appropriate to the business community. Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. One point will be deducted for each grammar and/or spelling mistake.

Submission: You must submit your project electronically (in Microsoft Office Word and PDF format) through email (emarketing.ksu@gmail.com). There is no possibility for late submission. You must submit your project report by the deadline specified in course schedule (11:00 pm on Monday. **11/07/1437 – 18/04/2016**).

Good Luck