**Department of Marketing**

**College of Business, King Saud University**

**MKT 403: Electronic Marketing**

**(Spring 2015)**

**GENERAL INFORMATION**

Instructor: Dr. Abdullah Alhidari

Office: TBA

Office Hours: MT 11:00 a.m. – 1:00 p.m. (First email me and make an appointment)

Email: Aalhidari@ksu.edu.sa (Remember to include the name of the course in the subject of your email)

**COURSE DESCRIPTION**

This course examines timely concerns at the intersection of marketing and technology. It addresses advancedaspects of retailing concepts in an electronic, online setting. Topics include promotional issues, privacy andsecurity concerns, target market assessment, building a customer base, site design, and order tracking andshipping. 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*: MKT201 (Foundations of Marketing).

**LEARNING OBJECTIVES**

This course is designed to introduce the students to the various nuances of

E-marketing

Specifically, after successfully completing this course, students should be able to:

* Understand the phenomenon of electronic marketing,
* Become familiar with the technological foundations of e-marketing,
* Understand the business and marketing implications of e-marketing, and
* Understand the social, legal, and ethical implications of e-marketing.

**REQUIRED MATERIALS**

Textbook: “E-marketing”J. Strauss and R. Frost, ISBN-139781292000411, 7th edition, 2014, Pearson.

**PHILOSOPHY AND EXPECTATIONS**

What you get out of this course is entirely up to you. With the right attitude, hard work, and a disciplinedapproach to studying, you can make the experience rewarding and fulfilling. Remember, only you can determinewhat you get out of this course. As thefacilitator of this course, I will provide you with information and assignments that are relevant, timely, andthought provoking. But again, you are responsible for your own learning and I truly hope you will take on thischallenge and push yourself!

**COURSE POLICIES**

* **Use proper salutation in your emails and communicate professionally.** Also, please note that in mostcases, 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 daily.** You should log-in to your Blackboard at least onceper day during the week to make sure you are cognizant of current information and assignments. I makeextensive use of “announcements” in this course. The email announcement tool is a great way toprovide guidance and clarification on course procedures and materials. You must check forannouncements daily – no excuses!
* **Deadlines for assignments and quizzes and exams closing dates are strictly enforced.** This isparticularly critical with respect to the exams and submissions.
* **For drops etc**. If youwithdraw from the class, it is your responsibility to remove your name from the class rolls. If your nameis 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 including but not limited to:** I forgot, I was ill,a member of my family was ill, I had to go to a funeral, my computer kicked me off, my power went off, the dogate my power cord, the exam will not be reset for you.

**GRADING**

Grading will be based on your performance on the following evaluation instruments:

|  |  |  |
| --- | --- | --- |
| Evaluated Item | Points | Percent |
| Quizzes (8x12.5) | 100 | 10 |
| Exams (2 x150) | 300 | 30 |
| Final exam | 400 | 40 |
| Project | 150 | 15 |
| Attendance and participation | 50 | 5 |
| Total | **1000** | **100%** |

**IMPORTANT:** No letter grade will be assigned for individual exams or projects. Letter grades will be assignedonly after summating (totaling) the points for all the exams, quiz, and projects. This summated (or total) point willthen be used for assignment of letter grades for the course as per the following scale:

|  |  |  |
| --- | --- | --- |
| Percentage | Total Points | Grades |
| 95% - 100%  | 950 - 10000 | A+ |
| 90% - 94.9% | 900 -949 | A |
| 85% - 89.9% | 850 - 899 | B+ |
| 80% - 84.9% | 800 - 849 | B |
| 75% - 79.9% | 750 - 799 |  C+ |
| 70% - 74.9% | 700 - 749 | C |
| 65% - 69.9% |  650 – 699 |  D+ |
| 60% - 64.9% |  600 - 649 | D |
| Less than 60% | Below 600 | F |

***1. Quizzes***

There are ten (10) quizzes with 10 questions each. Material on the quizzes is taken from book chapters andcourse lecture slides. Quizzes are open book, open notes, and include multiple choice and True/False questions. Youhave 5 minutes to take each quiz during the assigned period, making it imperative that you are prepared for each quizby completing the assigned readings. **Quizzes open at the beginning of the class the day specified on course schedule. Quizzes will not be given after we finish collecting the quiz,** so it is up to you to complete thequizzes in a timely fashion. You only have one attempt to take each quiz.

**IMPORTANT:** All quizzes are individual assignments and you may not seek help of anyone in taking the quiz.Doing so will be considered a violation of academic honesty and will be dealt with accordingly as specified laterin the syllabus under academic integrity.

**Reviewing a Quiz:** After the availability period for a quiz ends, you can go back and reviewyour quiz. However,**you may not share your quizzes with anyone.** If you do so, it will be considered a violation ofacademic honesty and will be dealt with accordingly as specified later in the syllabus underacademic integrity.

***2. Exams***

The exams evaluate your mastery of concepts on electronic marketing and promotional strategies covered throughoutthe semester. **Exams may also contain questions that may require calculations and computations.** The exams aredesigned to test both the depth and the breadth of your knowledge. Material on the exams is taken from assignedreadings (book chapters and online readings), course lecture slides, and any additional reading assigned during thesemester. It is not a good idea to concentrate on a few selected topics. You have 90 minutes to take each exam, making it imperative that you areprepared for each exam by completing the assigned readings and book chapters.

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

***3. Project***

Project is an important part of this course. Appropriate level of input, both qualitative and quantitative is essential.

The project is intended to let the students focus on a particular aspect of electronic marketing. Students will usesecondary data sources (library resources, relevant websites, etc.) and conduct personal interviews with customersand 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, andmake decisions on their own. The instructor will only assist in decision-making and will not make the decision forthe students.

**IMPORTANT:** Project reports will be graded based on the following criteria:

1. Quality of research (depth, breadth, appropriateness) and proper acknowledgement, including complete citations of references.
2. Quality of interview analysis and thoughtfulness of the conclusions and suggestions.
3. Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logicalorganization. You will not receive the full point if your writing is awkward, contains significantgrammatical or punctuation errors, or is disorganized. **One point will be deducted for each grammarand/or spelling mistake**.

**EXTRA CREDIT**

Any extra credit opportunities will be announced by email and/or announcement at least24 hours in advance. If you miss the deadline for extra credit opportunities provided to you, you will not be givena second chance to receive the points offered for the missed task.

**MISSING AN EXAM, QUIZ, OR OTHER GRADED ASSIGNMENT**

Students will not be allowed to resubmit or retake assignments, quizzes, exams, or any other graded material.

Quizzes, or other graded assignments cannot be made up (due dates for completing various tasks have beententatively indicated in the course schedule). Exams must be taken during the regularly scheduled exam times. Nomake-up exams will be given except under extreme extenuating circumstances accompanied by a university-approved excuse. In order to be considered for the makeup of an exam, **you must notify me before the day ofexam via email**. Failure to provide prior notification will result in a failing grade for the missed exam. Overall:

* If you miss the due date indicated in Blackboard, YOU MISS THE ASSIGNMENT.
* There are NO LATE SUBMISSIONS.
* There are NO DO OVERS.
* There are NO MAKEUPS.

**IMPORTANT:** At the end of the semester **I will consider the 2 exams and the top 8 quizzes** to calculate your grade. This benefits you as a student, allowing you to either participate in all tasks and use the dropped grades as an opportunity to do your best possible, or to use them as a time management resource if you find yourself overloaded one particular week. Also, if you just happened to forget! No need to try to make up some excuse to get me to give you another day to turn it in. Just move on.

**FINAL GRADES**

In keeping with university policy and privacy acts, grades will not be given out over the telephone or email.Grades are not allowed to be given out by the department staff. Do not call or stop by the department office to askfor your grade. You may check your grade online, or schedule an appointment with theinstructor to receive your final grade and a review of your performance.

**GRADE APPEALS, WITHDRAWALS, AND INCOMPLETES**

Please refer to the KSU Undergraduate Catalog for policies governing these actions. If you have any questions,please contact me for clarification. Please note: I only use an incomplete for extraordinary circumstances. Anincomplete grade will not be used simply to provide more time to complete the course requirements. If youdisagree with how any assignment or examination is graded, you must submit a written appeal by email or letterbefore the start of the next examination. The email or letter must clearly state the rationale for the appeal andprovide evidence to support your position. Appeals that do not provide supporting rationale and specificreference(s) to course materials will be returned without consideration.

**STUDENT CONDUCT**

You will soon graduate and head out into the business world. Like every other profession, business and marketingprofessionals are expected to function in a professional manner. In order to do well later on in your industry role,it would be a good idea to start practicing professional behavior right now in your college classes. Therefore,professional conduct is expected in this class. Disturbing class proceedings (even if it is online) in any manner isnot acceptable, i.e., please be courteous in your communication to your instructor and classmates. As a **minimum**, you need to be familiar with and adhere to all principles as described by the StudentRights Unit(<http://sa.ksu.edu.sa/ar/StudentRightsUnit>).The SRU posts copies of the Student Code of Conduct andStudent Handbook on this website. You are responsible for being knowledgeable of and adhering to the guidelinesprovided. I personally respect you as an individual and look at you as a junior executive in the profession ofbusiness.

**CLASS PARTICIPATION AND ATTENDANCE**

The quality of participation is reflected from careful reading of study material, as well as clear and concise comments during each session. A record of attendance and class participation will be maintained and students with better performance will benefit if an opportunity for bonus arises.

**ACADEMIC INTEGRITY**

Unless otherwise stated, **all assignments, quizzes, and exams require individual effort.** Cheating, plagiarism,or other inappropriate assistance on examinations, quizzes, or projects will be treated with zero tolerance and willresult in a grade of “F” for the course. In addition, the case will be referred to the Office of the Provost and VicePresident for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honeststudent from unfair competition with unscrupulous individuals who might attempt to gain an advantage throughcheating. Any work on the quizzes, exams, or assignments (projects) must be entirely yours with ABSOLUTELYNO outside help or assistance. Individual assignments that look too “similar”, in my judgment, will be treated asdone with unfair consultation. Copying or using material from papers previously submitted by other students (atKSU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you mustcite your sources. **Large scale “cutting and pasting” from other sources, even if properly footnoted does notmeet the criterion of submitting your own work and will result in a failing grade for the course.**

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean. Academic integrity policy isavailable at https://dent.ksu.edu.sa/sites/dent.ksu.edu.sa/files/imce\_images/student\_code\_of\_conduct-cdksu.pdf. You are strongly encouraged to review the policy.

**DISABILITIES RIGHTS**

I am required by law to provide “reasonable accommodations” to students withdisabilities, so as not to discriminate on the basis of that disability. Please note that this course contains someimages or multimedia that may need to be modified to accommodate students with certain disabilities. Studentresponsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. If you have an established disability as defined in theAct and would like to request accommodation, please contact me as soon as possible. University policy requiresthat students notify their instructor **within the first week** of class that an accommodation will be needed. Pleasedo not hesitate to contact me now or in the future if you have any questions or if I can be of assistance.Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can befound at https://sa.ksu.edu.sa/ar/SpecialNeedsCenter .

**NOTE:** This is not a legal contract. It is only an outline for this course in terms of its objectives, expectations,tasks and activities, schedule of classes, and assessment and evaluation criteria. We will try to adhere to this as faras possible. However, depending upon the need of the class, the instructor reserves the right to change these andother policy requirements included in this document and announced during the semester.

**Proposed Course Schedule (Calendar)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Module** | **Date** | **Topic** | **Readings** | **Important dates and Deadlines** |
| First week | Aug-23 to Aug-29 | Introduction to the course |  |  |
| 1 | Sep-02 to Sep-09 | Introduction to the E-Marketing | Course syllabus, **Ch. 1** The Revolution is Just Beginning<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> |  |
| 2 | Aug-30 to Sep-05 | Strategic E-Marketing | **Ch. 2**Strategic E-Marketing;**Ch. 3**E-Marketing Plan<http://www.smartinsights.com/solution/online-marketing-strategy/><http://www.emarketer.com/Article/How-Long-Take-Plan-Facebook-Twitter-Content/1011786> | **Quiz 1 (on Ch. 1)**  |
| 3 | Sep-06 to Sep-12 | Global E-marketing | **Ch. 4**Global E-marketing; How Search Engines work | **Quiz 2 (on Ch. 2&3)**  |
| 4 | Sep-13 to Sep-16 | Ethics and Legal issues | **Ch.** 5Ethics and Legal issues; Search Engines Optimization (SEO) | **Quiz 3 (on Ch. 4)**  |
|  | **Sep-17 to Sep-28** | **No classes** | **Eid Hajj** |  |
|  | **Sep-29 to Oct-03** | **Exam 1** | **Ch. 1, 2, 3, 4 & 5 + Assigned Readings**  | **Exam 1 (Sep-29/2015)** |
| 5 | Oct-04 to Oct-10 | E-Marketing Research | **Ch. 6**E-Marketing Research; Paid Search Engine Marketing |  |
| 6 | Oct-11 to Oct-17 | Segmentation, Targeting, Positioning | **Ch. 7**Connected Customers Online; Online Advertising | **Quiz 4(on Ch. 6)**  |
| 7 | Oct-18 to Oct-24 | Segmentation, Targeting, Positioning | **Ch. 8**Segmentation, Targeting, Positioning; Landing Page Optimization | **Quiz 6 (on Ch. 7)**  |
| 8 | Oct-25 to Oct-31 | Product: The Online Offer, Price: The value | **Ch. 9**Product: The Online Offer, **Ch. 10** Price: The online Value | **Quiz 7 (on Ch. 8)**  |
| 9 | Nov-01 to Nov-07 | The Internet For Distribution | **Ch. 11** The Internet For Distribution; Analytics | **Quiz 8 (on Ch. 9 &10)** |
|  | Nov-08 to Nov-14 | Exam 2 | **Ch. 7, 8, 9, 10, 11 & 12 + Assigned Readings** |  |
| 10 | Nov-15 to Nov-21 | E-Marketing Communication: Owned Media | **Ch. 12**E-Marketing Communication: Owned Media; Email Marketing |  |
| 11 | Nov-15 to Nov-21 | E-MarketingCommunication | **Ch. 13**E-Marketing Communication: Paid Media | **Quiz 9 (on Ch. 12)** |
| **Nov- 29 (8:00 pm)****Project Report Due** |
| 12 | Nov-22 to Nov-28 | E-Marketing Communication | **Ch. 14**E-Marketing Communication: Earned Media | **Quiz 10 (on Ch. 13)**  |
| 13 | Nov-29 to Dec-05 | E | **Ch.15** Customer Relationship Management |  |
| 14 | Dec-06 to Dec-12 | Review of the course | **Review all materials that been included in this course** |  |
| 15 | Dec-20 to Dce-26 | Project Presentation | Project Presentation |  |
|  | **Nov-29 to Dec-05** | **Exam 3** | Feedback and Course Wrap-upProject Report Submission |  |

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 thepage.

**Project Process:**

1. Every group of students selects one firm that has a presence on the Internet (i.e., a website which is used to market andsell the firm’s products and services) as well as a physical presence (i.e., a physical store to market and sellthe 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, marketsize, 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. Then, the student will conduct interviews with four customers of the chosen firm and ask the following questions:

1. Age, gender, and education level of the respondents.
2. When did the respondents last visit the physical store of the firm and what did they buy?
3. When did they last visit the website of the firm and what did they do? If they bought something,what did they buy and if not, what did they do on the firm’s website.
4. What do they like about shopping online from the firm’s website? What do they don’t like about it?
5. List up to five positive experiences of the respondents with the website.
6. List up to five negative experiences of the respondents with the website.
7. Would they go back to the firm’s website? If yes, why? In not, why not?
8. Do the respondents know about social networking activities (Facebook/Twitter account, etc.) of thefirm? What are their experiences (positive and negative) with the firm’s social networking activities?

**Prepare a transcript (verbatim) of all the interviews and include them in the appendix of your report.**

**Hence, it is important that you transcribe your interviews immediately. It might be advisable to use a taperecorder while conducting the interviews.**

4. Analyze the data gathered from the interviews and make an e-marketing plan for the firms. In doingso, please see items 3, 4, and 5 in “Project Report Outline” below.

**Once again, prepare a transcript (verbatim) of all the interviews and include them in the appendix of yourreport. Hence, it is important that you transcribe your interviews immediately. It might be advisable to usea tape recorder while conducting the interviews.**

**Project Report Outline:**

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

1. Cover page (topic/title, your name, date, class and instructor).
2. Introduction – name of the firm, business industry, market data about the industry and the firm. Note thatlarge amount of data is available online or through libraries. Some of the secondary data sources in the library or other sources include KSA business census, MCI (http://mci.gov.sa/) or CDSI (http://www.cdsi.gov.sa/). In addition, look at newspapers, business journals such as Aleqtesadia, AL Riyadh newspaper, etc. Present these in as much detail as possible. Use of Tables and graphs is highly recommended. Also, make sure that you cite the data and information sources in section 6.
3. Analyses of the interview data and transcripts
4. Key findings from the interviews and how these conclusions relate to what you have gleaned from thetextbook and class discussions.
5. Conclusions and suggestions for e-marketing firms
6. References
7. Transcript of the interviews: Present the transcripts in as much detail as possible and in a sequential manner(in order of the questions asked); this must be verbatim and not paraphrased.

**Important 1:**

Your interview transcripts should be based on the following format:

* Name the transcript for each interview as in the example provided here: “Customer 1 interview transcript”,
* Make the questions bold.
* Put “I” for interviewer and “R” for respondent.
* Present questions and answers in separate lines. For example:
* I: What is your age?
* R: I am 40 years old.
* Be consistent in the use of fonts, font size, color, line spacing, etc.

**Important 2:**

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

**Submission:**

You must submit your project electronically (in Microsoft Office Word or PDF format) through email (aalhidari@kdu.edu.sa). There is no possibility for late submission. You must submit your project report bythe deadline specified in course schedule **(8:00 pm on Monday, Nov- 29, 2015).**