

6. Internet Marketing and e-Business

Module Number: TBA	Module Title: Internet Marketing and e-Business	
Module Status: Core		
Semester: 2	Level: M (7)	Credits: 15
Module Leader: Áine McManus & William Doran		
Direct/Assisted Learning Hours: 48	Lectures: 36 Seminars/Workshops 12	Independent Student Learning: 104
Assessment Mode & Weighting: Class Participation 10%; Coursework 90%;		
Prerequisites: None Concurrent Module: None Post Requisites: None Advisory Constraints: None		

1. Rationale for Module:

With the growing number of companies moving from a “bricks and mortar” framework to having an on-line presence; it is vital to have an understanding of how the Internet can be used in modern business. The fundamental issues for any business considering this move are: how to use the Internet to expand product lines and markets, how to increase market share, how to bolster brand perception and how to build up effective and profitable customer relationships.

2. Principal Modules Aim

The primary focus of this module is how to more effectively implement marketing strategies using electronic technology. This course aims to introduce students to how various marketing principles (i.e. Product, Price, Place and Promotion) apply to Electronic or Internet Business models. It will also show how traditional marketing techniques can be used effectively in these models. It will give an insight into how we can use market segmentation techniques to analyse and target new potential customer bases and we will see that we can use the Internet itself as a useful market research tool. Students will also investigate current trends in online banking, e-trading and e-marketing.

The course will focus in on building a strong online presence in terms of brand-reinforcing website design and content. We will utilise and integrate this online presence to create and nurture strong, loyal and profitable bonds amongst our customer base.

3. Learning outcomes

On completion of this module, students should be capable of:

- Implementing an E-marketing plan for a company based on internal and external analysis using a number of metrics. **(IMEBL1)**
- Creating and tailoring different product positioning strategies to suit different target markets.**(IMEBL2)**
- Understanding the role of CRM in the marketing plan and the technology underpinning e-CRM.**(IMEBL3)**
- Specifying a website that fulfils the requirements laid out by the marketing plan and market research. **(IMEBL4)**
- Creating a wide-ranging promotional strategy to increase brand awareness and build traffic to a website. **(IMEBL5)**
- Critically demonstrating how the Internet has influenced distribution channels, promotion, and online product and pricing strategies. **(IMEBL6)**
- Understand ethical issues related to e-trading and e-banking. **(IMEBL7)**
- Understand ethical issues concerning e-marketing and e-publishing, e-advertising methods and respect for cultural diversity. **(IMEBL8)**

4. Teaching and Learning Strategies

The primary teaching methods will be lecture based. In these lectures we will introduce the main concepts of internet marketing and explain how they fit into traditional marketing and e-business processes. We will then apply these concepts in group discussions and tutorials to real-life case studies (which will be handed out one week in advance).

These group discussions will also take place in an online forum (Moodle), several students each week will be given different aspects of a topic to start a discussion on, they will then review comments made to these topics and produce a short summary which will then be posted on the web to use as a study aid. Students will also receive a mark for the number of contributions they make to other topics.

Students will keep a weekly diary/log of work done on their projects and this will be used in evaluating the final project mark.

5. Indicative Content

- Business Models: Why e-business?
 - a. Benefits/downsides of online presence, Competition Analysis and Competitive Intelligence, Innovator V's Follower, SWOT, e-Business Models, identifying Market Opportunities and Objective Setting, financing, implementation and evaluation.
 - b. Business model successes, Yahoo, e-bay, etc.

- Market Research and Segmentation
 - c. Market Segmentation using different segmentation criteria, both traditional (demographics etc) and Internet-based (user-behaviour).
 - d. Using the Internet as a market research tool, both explicitly (using surveys and feedback) and implicitly using browser/server logs to monitor behaviour (trend analysis i.e. Google Trends etc).
 - e. Different positioning strategies using the Internet, localisation V's globalisation.

- The four P's of Internet Marketing
 - Product
 - a. Suitability of products for the Internet.
 - b. Product comparisons online.
 - c. New product development.
 - d. Creating a perceived online value for your product.

 - Promotion - How to get found and build your brand and traffic to your site.
 - a. Portals, Affiliate networks, Directories, Search engine optimisation, communities and e-marketplaces.
 - b. Internet Advertising, Banner Ads, sponsored links, contextual ads. Different advertising strategies: pay per 1000 clicks or per imprint.
 - c. Online and Offline mix of promotion, word-of mouth, traditional PR, print media, radio, TV and new digital channels. (digital interactive TV, location-based mobile phone technology etc.)

 - Place
 - a. How the Internet has affected the channels of Distribution?
 - b. New channels of delivery, (Mobile Phone downloads, Interactive TV), New Intermediaries (kelkoo.com, cheapflights.co.uk).
 - c. Integration of new channels into existing models and how to avoid possible channel conflicts. (i.e. sales reps losing on commission)

 - Price
 - a. Issues affecting Internet pricing, differential pricing, transparency among competitors.
 - b. New pricing models, per-per download, rental, pay per use

- Customer Relationship Management
 - a. Pull model V's push model
 - b. Benefits of customer service, creating stakeholders through member's areas, premium content, personalisation.
 - c. Multi-modal buying, feedback, FAQ's, testimonials, surveys.
 - d. Order-tracking, e-fulfilment, on-line incentives, competitions, discounts etc
 - e. Direct E-mail Marketing: Opt-in V's Opt-out, newsletters, Direct Email or SPAM??

- Creating an online presence
 - a. Creating web-content, dynamic V's static, syndication, in-house V's ASP.
 - b. Website design for ease of navigability, speed of download and presentation of primary content.
 - c. Website stickiness and Interactivity (CRM) – how to attract people and keep them on your site. Ease of navigability, games, free download trials etc.

- Security, legal and ethical factors affecting Internet Commerce

6. Assessment Strategy

The assessment strategy will be in three parts, an exam, an individual project and group discussions. The marks for the exam will be 40%, the individual project will be 45% and 15% will be for weekly discussion participation.

- 3-Hour Exam:	40%
- Project Milestone 1:	15%
- Project Final Milestone:	25%
- Project Log:	5%
- Tutorial Attendance/Participation:	5%
- Web-Discussion Report:	5%
- Web-Discussion Participation:	5%

The exam will cover all learning outcomes L1-L6 and in particular those not covered in the project. The exam will also focus on topics discussed in the online forums to encourage participation.

The project will involve a student carrying out some form of consultancy for a company. This consultancy will take the form of analysing a website and coming up with a proposal for an Internet marketing plan. The project will have two milestones, the deliverable for the first milestone will be a report containing an introduction to the problem, background research and preliminary analysis of the task. This milestone will carry 15% of the marks. The final milestone will subsume the first report and will cover the remainder of the project goals. This milestone will carry 25%.

Students will be encouraged to keep a weekly log/diary of the work carried out in order to allow the self-critical reflective process to be evaluated. This log will count for 5% of the marks. To successfully complete the project the student must cover the following assessment criteria covering learning outcomes (**IMEBL1-IMEBL5**);

- Carry out a marketing evaluation of the company's website and that of its competitors. (SWOT)
- Set concrete objectives for the marketing plan for the website and a timeframe for their implementation based on the analysis carried out.
- Create a set of evaluation metrics to use to quantify the progress of the plan.
- Identify market segments to target based on a range of market research tools/data and customer behaviour.
- Specify product positioning strategies for different products and markets.
- Determine which CRM techniques to use to reach the customer service level defined in the marketing plan.
- Explain how e-CRM techniques can be integrated into a website design and how they can be evaluated and monitored.
- Indicate the content for a site, what it will contain and where it will be sourced 4.2
Propose the design in which the website will be laid out focussing on the ease of use, ease of navigability, stickiness and the CRM methods to be used.
- Identify the most efficient ways in which to build traffic to a website.
- Outline a promotional strategy for the website using a range of online and traditional techniques.

The final learning outcome **IMEBL6** will be covered by group discussion and tutorials. Each tutorial will consist of a discussion of number of articles/case studies. From these discussions a number of topics will be raised, these will then be assigned to students who will be responsible for posting them on the course discussion boards and compiling a short report based on the responses of the class. This report will be worth 5%. Participation in these discussions will be rewarded with 5%. As a further incentive, the short reports will be posted on the course website and will form the basis for a question in the exam.

Indicative Reading

Essential Texts

Strauss, J., El-Ansary, A. and Frost, R., (2006), *E-Marketing*, 4th Edition Prentice Hall. ISBN:0131485199

Supplementary Texts:

Hanson, W., (2000), *Principles of Internet Marketing*, South-Western Publishers, ISBN 0538875739.

Hanson, W., (2006), *Internet Marketing and E-commerce* South-Western Publishers, ISBN 0324074778.

Cox, B. and Koelzer, W., (2004), *Internet Marketing (NetEffect Series)*., Prentice Hall, ISBN 0-13-033628-9

Mohammed, R., Jaworski, B.J. and Fisher, R.J., (2004), *Internet Marketing: Building Advantage in the Networked Economy (2nd edition)*, Mc-Graw Hill College Publishers, ISBN 0072538422

Chaffey, D., (2006) *Internet Marketing: Strategy, Implementation and Practice*, 3rd Edition, Prentice Hall, ISBN 0-273-69405-7.

Chaffey, D., (2004) *E-Business and E-commerce Management*, 2nd Edition, Prentice Hall, ISBN 0-2736-8378-0.

Turban, E. (2006) *Electronic Commerce: A Managerial Perspective*, 4th Edition, Prentice Hall, ISBN 0-13-185461-5

Online Resources:

www.marketresearchworld.net/

<http://www.knowthis.com/research/compintel.htm>

<http://www.knowthis.com/tutorials/principles-of-marketing.htm>

<http://www.knowthis.com/tutorials/marketing/marketstudy.htm>

<http://www.knowthis.com/tutorials/marketing/marketingplan1.htm>

<http://www.umassd.edu/marketresearch/>

<http://www.forester.com>

<http://www.e-marketer.com>

