Online Marketing

*Study manual*

Work load : 4 ects (= 112 hours of study)

Date of release : August 28th ,2017

Academic Year : 2017- 2018

Course(s) : Online Marketing

Course year : year 2/3/4 (part of Creative Startup (semester 1 and 2)

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# Introduction

The course Online Marketing is part of the semester Creative Startup. The course Online Marketing helps students to understand the way organizations use online marketing and helps them to formulate the marketing strategy for their own company (within the project Lean Startup).

# Learning outcomes

1. The students know the marketing instruments and can apply these in an online context.
2. The students are able to convert a strategy into marketing instruments.
3. The students are able to convert the possibilities of ICT into a company strategy.

# Programme

## Content

The course focuses on the conversion of a strategy into real marketing activities. The course consists of a theoretical and a practical part. In the theoretical part the most important elements of marketing are discussed. This is based on the "classical" marketing theories and their relation with online marketing. A number of specific online marketing aspects are discussed as well. During the practical classes students present their analysis of marketing theory, companies and scientific literature.

## Methods

In the course three forms of interaction are used. The theory is mostly discussed during work group sessions. The theory is applied on a case study; students work individually on this assignment. During work groups they can discuss their progress with the lecturer and ask questions about the case. A third used form is presentations of students in which they will summarize literature related to Online Marketing.

## Study materials

The literature consists of a book on Online Marketing (see VLO/course Creative Startup).

## Planning

**Standard schedule**

|  |  |
| --- | --- |
| **Week** | **Presentation** |
| **1** | **Introduction marketing** |
| **2** | **Presentation consumer profile two countries**  **History of eBusiness** |
| **3** | **Presentation top 10 companies turnover two countries**  **Products/services perspective** |
| **4** | **Presentation top 10 companies visitors two countries/Worldwide**  **Consumer perspective** |
| **5** | **Presentation chapter 2**  **Individual presentations websites** |
| **6** | **Individual presentations websites**  **Industry perspective** |
| **7** | **Individual presentations**  **Presentation chapter 4** |
| **11** | **Individual presentations**  **Marketing instruments** |
| **12** | **Individual presentations**  **Marketing instruments** |
| **13** | **Presentation chapter 5**  **Individual presentations** |
| **14** | **Presentation chapter 7** |
| **15** | **Presentation chapter 8** |
| **16 - 19** | **Write paper** |
| **20** | **Deliver paper** |

## Lecturers and accessibility

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# Examination and assessments

## Exams and exam dates

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Component** | **Deadline or exam date** | **Release date results** | **Pass mark** | **%** | **Minimum Requirements** | **Compen-sation possible** | **Resit**  **Opportunity** |
| Presentation team: assignment | Different per team | Same day |  | 15 |  | yes | none |
| Presentation team:  Chapter book |  |  |  | 15 |  |  | none |
| Presentation Case study | Different per student | Same day |  | 10 |  | yes | Week 6 next term |
| Paper case study | Week 20 | Within a week |  | 60 |  | yes | Week 6 next term |

## Products

1. Presentations (team)
2. Presentation case study (individual)
3. Paper (individual)

## Exam Results

Grades are released via SIS. In the period after the publication of the exam results, you will be offered a chance to look at your work and the comments made about your work. This will be organised in the following way: send an e-mail to make an individual appointment.

If you have grounds to appeal against the assessment, you may contact the lecturer to voice your objections within 25 working days after the release of the grade in SIS. After this period, the possibility to change your grade will expire and you will have to re-participate in the examination (see the Education and examination Regulations (Dutch: OER); article 5.13, subsection 3).