

University of Illinois – Chicago

## IDS313: Electronic Marketing

### Fall 2010 Course Syllabus

**Instructor:** J. Christopher Westland  
**Text:** Westland, *Global Innovation Management*, Palgrave 2008  
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#### Course Description & Objective

The competitive landscape in e-business has changed dramatically over the past decade. New technologies and marketing channels have pushed competition into realms that are both incredibly complex, and incredibly profitable – more than any time in the past. Rates of return on successful Internet startups average over 50%, compared to those of traditional business that average in the range of 15%. Improved profits come with elevated risk – business and technological – that confront investors and managers with new challenges. Even when Internet marketing is successful, it may be difficult to figure out exactly why.

This course provides the student with a survey and case studies of successful Internet marketing models, their components, strategies and financial structure. Students who intend to develop their own Internet businesses and those planning on extending the Internet marketing of established firms will benefit from the material in this class. The course addresses the design of effective strategies given particular technological capabilities and competitive markets; and provides tools for the financial analysis that are essential for obtaining venture capital.

#### Evaluation

The course material builds your internet marketing skills cumulatively, and in consequence, it will be important for students to keep up with the material. Class participation is graded based on student participation in practicum and profile exercises. Additionally there will be a final examination that is cumulative. All students are expected to be prepared to discuss (i.e., to have read prior to class) all of the assigned material for that particular class. Each of these sets of material will have the following impact on final grade

<b>Examination 40%</b>	<b>Group Project 40%</b>	<b>Class Participation 20%</b>
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Good luck! I hope you find the course enlightening and enjoyable.

## Class Schedule

Each 2.5 hour class session will cover a particular topic in electronic marketing. Approximately 50% of class time will be allocated to presentation of concepts and key points; the other 50% will be spent on analysis of case studies, with action-oriented workouts to get you to think analytically about electronic market business models. Readings and practice exercises have been drawn from Global Innovation Management (London; Palgrave) and from handouts during the semester.

	<i>Topic</i>	<i>Chs</i>	<i>Workouts</i>	<i>Case Studies</i>
27-Aug	Introduction to Internet Business	1		
3-Sep	Components and Processes in Internet Business & the Innovation Toolbox	2	Attribute Segmentation	Download on e-Business models {iPod + iTunes}
10-Sep	Assessing the Potential of an Innovation	3	Mind Maps	Viagra's Rise
17-Sep	Business Models Costs & Benefits Calculation Assessing & Managing Capabilities	4&5	Morphological Boxes	Games @ Mad Catz
24-Sep	Protecting Innovations & Risk Strategies	7	Evaluating Risk: Secrets	Hitachi's Changing Patent Strategy
1-Oct	Location-based Marketing & Telephony			Android vs. iOS Download
8-Oct	Market Entrance Strategies	8	Force Field Analysis	Triumph & Victory
15-Oct	Adsense, AdWords and Marketing's New Terrain			Web analytics Download
22-Oct	Search Engine Optimization			Web analytics Download
29-Oct	<b>Midterm Examination</b>			
5-Nov	Communities, Networks and Reputation: Web 2.0 and Social Networking	10	Branding through Inductive Reasoning	Craigslist
12-Nov	Financing Innovation Ventures	11	Evaluating Risk: Scenario Analysis	eBay's Network Externality
19-Nov	Review of Web Development Environments, Software & Tools		Project Review	GoDaddy.com
26-Nov	<b>Thanksgiving Recess</b>			
3-Dec	Project Presentations			