

# 《Internet Marketing》 Course Syllabus

## I. Course Information:

1. Course No. BU406
2. Course Name: 互联网营销/Internet Marketing
3. Course Hours/Credits: 17/1
4. Lecturing Department: Management of Information Systems
5. Prerequisites: Electronic commerce, Principles of Marketing
6. Student Category: Senior Undergraduate
7. Course Readings:
  - (1) Judy Strauss and Raymond Frost (2009). *E-Marketing*. Upper Saddle NJ: Prentice Hall.
  - (2) Outside Readings

## II. Course Objectives

The internet and other information technologies have created many interesting and innovative ways to provide customer value since its inception in 1969. Web sites for marketing communication and customer support; one-to-one communication to many different receiving devices; consumer behavior insights based on offline and online data combination; inventory optimization through CRM-SCM integration; a single-minded focus on ROI and associated performance metrics are all important strategies. The social media provide perfect platforms for connecting with today's consumer: High readership blogs, social networks (such as Facebook and LinkedIn), and online communities (such as YouTube, Twitter and Second Life), gave consumers the opportunity to be heard in large numbers, and smart marketers have learned how to tap into these "citizen journalists" for improving products and marketing communication.

You will learn all about these strategies and more in this course. The course uses a mix of lecture/discussion, interesting individual and group projects, outside speakers, and exams. Prepare for an exciting and dynamic learning experience.

### General Course Learning Objectives

The overall objectives are to understand internet users and to identify profitable E-Marketing strategies. In addition, this course will help you master the following:

1. Understand the E-Marketing context: e-business models, performance metrics, and role of strategic planning.
2. Describe marketing strategies of segmenting, targeting, positioning, and differentiation.
3. Know how to use marketing functions of product, pricing, distribution, and marketing communication for a firm's E-Marketing strategy.
4. Evaluate several customer relationship management (CRM) strategies using internet technology

## III. Course Outline

## **1. Class introduction and preview**

### **Introduction to E-Marketing**

Group formation

#### **Suggested Readings:**

- Chapter 1: Past, Present, and Future
- Note: check <http://www.emarketer.com/> for current articles on all topics

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## **Part I. Theories of E-Marketing**

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### **2. E-Marketing Plan**

Lecture on E-Marketing strategy analysis and implementation

#### **Suggested Readings:**

- Chapter 2: Strategic E-Marketing and Performance Metrics
- Chapter 3: The E-Marketing Plan
- Parasuraman, A. & Zinkhan, G. M. (2003). Marketing to and serving customers through the Internet: An overview and research agenda. *Journal of the Academy of Marketing Science*, 30(4), 286-295

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## **Part II. Practices in E-Marketing**

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### **3. Web site design and Domain Name Branding**

#### **Suggested Readings:**

- Rosen, D. E. & Purinton (2004). Website design: Viewing the web as a cognitive landscape. *Journal of Business Research*, 57: 787-794.
- Dr. Jakob Nielsen articles on Usability: <http://www.useit.com/alertbox/>

#### **Participation Grade Assignment:**

- Bring a list of 15 important elements of a good website to class based on your analysis. Be ready to discuss examples to support your list.

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### **4. Segmentation and Position**

#### **Suggested Readings:**

Chapter 8 – Targeting Market Segments and Communities

Chapter 9 - Differentiation and Positioning Strategies

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### **5. E-Marketing Mix (Product, Pricing, Place)**

#### **Suggested Readings:**

- Chapter 10 - Product: The Online Offer
- Chapter 11 - Pricing: The Online Value  
“Online Pricing Strategy Approaches.” Dave Chaffey’s site:  
<http://www.davechaffey.com/>
- Chapter 12 - The Internet for Distribution
- CNNMoney.com, June 3, 2008: "Cisco e-commerce study reveals mobile phone to be new 'fourth channel' for revenue."
- Bradley, Bartlett & Weber, "Retail Shopping in 2007: The Net versus the Mall" (HBR)
- Szymanski, D. M. & Hise, R. T. (2000). e-Satisfaction: An initial examination. *Journal of Retailing*, 76(3): 309-322.  
Internet Retailer (<http://www.internetretailer.com/>)

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### **6. Search Engine Marketing**

#### **Suggested Readings:**

- Google’s “Search Engine Optimization Starter Guide” (search for current location)
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- SearchEngineWatch.com (<http://searchenginewatch.com/>)
  - Google's Ad Words program (search for current link)

**Participation Grade Assignment:**

- Review a website's home page for meta tags. Bring a copy of all you find and tell whether or not they describe the site well.

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**7. Viral Marketing and Social Networking Marketing**

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**8. Customer Relationship Management**

**Suggested Readings:**

- Chapter 15 - Customer Relationship Management
- Reichheld, F. F. & Scheffer, P. (2000). E-Loyalty - Your secret weapon on the web." Harvard Business Review, July-August: 105-113.
- Salesforce.com and other CRM vendor sites for good case studies and white papers (<http://www.salesforce.com/>)

**IV. Course Projects and Requirements**

1. **E-Marketing Brief (individually).** Prepare a 2 page "white paper" on a cutting edge topic of interest to you and of value to local businesses.
2. **E-marketing strategy analysis (in team).** Analyze company engaging in e-marketing and present your findings to the class.

**V. Others**

Attendance and participation are important parts of the learning environment in this class. While there is no attendance grade in this class, excessive absences or inattentiveness may result in a lower participation grade. Important information and skills are learned in the classroom setting: try not to miss class.

No late papers will be accepted in this class. If you find you must miss class on the day a paper is due, please have it delivered via hard copy, e-mail, or FAX to the professor **prior** to class.

## E-Marketing Brief

Since no one person can keep up with the quickly changing information about e-marketing, you will create a 2 page written brief describing best practices employed by a business relating to e-marketing topics. Find a topic based on material covered in class, or something in the news that is important to **firms** engaged in e-business. Each student must pick a **unique company/topic combination** not duplicated by anyone else in class. Guidelines:

- **Be sure it is well-written** with an introduction, middle, conclusion, and headings. Be sure to include your references.
- **Write for a business executive.** This means concise, third person, formal reporting. It also means selecting best practices that are important for businesses, not consumers. For example, great online shopping sites for consumers is not appropriate, but if written from the company perspective and describing why an online retailing site is successful, complete with metrics, that is great. If in doubt ask this question: Would Jeff Bezos, CEO of Amazon.com benefit from this brief for Amazon e-marketing efforts? If still in doubt, talk to the professor.
- You'll need more than company Web site research to do this right. You need properly cited references, with at least 2 being from media articles or interviews (versus a company's own press releases). Don't reference the class readings. All references must be **current (less than two years old)**. Be sure to include your complete references at the end so others can read more on the topic. In other words, this is more than just an article summary about a successful company. Note: if in doubt about how to do a proper citation, use the American Psychological Society Style Manual.
- Potential best practice **topics** might include firms that employed profitable: 1) CRM, 2) supply chain management, 3) online research, 4) telephony (Net for voice communication), 5) Web personalization/customization, 6) performance metrics, 7) Global adoption - selecting best markets for e-commerce, 8) consumer behavior online, 9) good e-business models in terms of profitability (e.g., online auctions), and 10) anything about wireless. Try to find a narrow topic, such as natural or paid search engine optimization, social networking, or a specific company practice that worked well. You can talk about a **practice**--such as mobile commerce, or a **company**--such as eBay's latest and greatest tactic and what it did for them.
- It **must include metrics**/some quantifiable measures of success: Very important, and sometimes difficult to find. Profits over the time period are ok, but not very strong because you can't isolate the part relating to a particular practice. It should also be related to the class theories through some analysis of why this practice was successful.
- **Delivery: Submit printed paper to the professor** by the due date. Please include your last name in the paper.

## Class Assignments — Team Project

### Company Analysis

In a team, analyze a company's online strategies using the book concepts and terminology. Select a company with a large online presence and that is well known so that you can find articles written about its internet strategies and not have to rely solely on its Website. Be sure to read the press releases at the site for more insight. Each team will select a different company on a first-come, first-served basis. The instructor must approve your company selection.

Present your findings during a 15 minute power point presentation on the due date. Include the following in your presentation:

Part 1	Overview: Internet Properties & Marketing Implications <ul style="list-style-type: none"> <li>• Website analysis</li> <li>• Web and other online content (such as mobile content)</li> <li>• Website properties (table 1.6)</li> <li>• Website design and usability features</li> <li>• Multimedia and interactive features</li> </ul>
Part 2	Benefit, Cost & Value Creation – The Marketing Mix <ul style="list-style-type: none"> <li>• Creating a positive customer experience</li> <li>• Benefit, cost &amp; value creation</li> <li>• Internet marketing mix</li> <li>• Customer relationship management features</li> </ul>
Part 3	Consumer Characteristics & Branding Strategy <ul style="list-style-type: none"> <li>• Branding and consistency online/offline branding</li> <li>• Environmental, situational, and personal factors affecting users</li> <li>• Market segments served</li> <li>• Brand position</li> <li>• Offline versus online customers</li> </ul>
Part 4	Business Model <ul style="list-style-type: none"> <li>• Business pyramid model</li> <li>• Specific e-business models used (chapter 2)</li> <li>• Customer value (products, price)</li> <li>• Revenue stream sources</li> </ul>
Part 6	E-Marketing Metrics <ul style="list-style-type: none"> <li>• Site objectives</li> <li>• Metrics likely used at this site (using balanced scorecard and other approaches in chapter 3)</li> </ul>
Part 7	Conclusion and Outlook <ul style="list-style-type: none"> <li>• Evaluation of the company's online properties</li> <li>• Recommendations for improving the business model or opportunities</li> </ul>

Note: some of this is adapted from Simone Schlobinski and Adel El-Ansari

## INDIVIDUAL SELF EVALUATION AND PEER EVALUATION

**Your Name** \_\_\_\_\_

Some people work more effectively than others. Some make greater contributions. Some offer more original ideas. This form asks you to evaluate all of the members of your team including yourself. Take this seriously as your evaluation can affect your teammate's grade.

Please consider five criteria:

1. contribution of **time** and willingness to work, make meetings on time
2. contribution of fresh **ideas** and good solutions to problems
3. **quality of work**, professional attitude
4. **cooperation** with the group, encourages and supports others
5. **leadership** skills, vision, organizational ability

Rate each member of your team on each of the five criteria above. Rate yourself first.  
Use a scale of 1 to 5 points, with 1 as low and 5 as high.

Hint: It is simply not true that "we all contributed equally". Be fair, but be honest.

This is a confidential form so be honest.

Name	Rating 1-5				
	Time	Ideas	Work Quality	Cooperation	Leadership

Any other comments to help me further understand your ratings?