

Course Title	:	e-Marketing
Course Code	:	MKT3301
Recommended Study Year	:	Year 3 or above
No. of Credits/Term	:	3
Mode of Tuition	:	Sectional Approach
Class Contact Hours	:	3-hour lecture per week
Category in Major Programme	:	Free Elective
Discipline	:	-
Prerequisite(s)	:	BUS2205 Marketing Management
Co-requisite	:	Nil
Exclusion	:	Nil
Exemption Requirement	:	Nil

Brief Course Description

The use of Internet as a global communication medium has been the recent trend in the business. Internet has been treated as the channel for business communications and transactions, and has achieved stature equal to that of traditional print and broadcast media. The increasing prevalence of the Internet and the improving skills of marketers in using this new medium have made the Internet everywhere in the lives of both consumers and business. This course provides an introduction to topics in electronic marketing such as e-business model, mobile marketing, and social networking marketing. This course involves acquiring skills and knowledge of current e-business models and applying the e-business concept to develop strategies to enhance customer relationships, competitiveness, and profitability.

Aims

The purpose of this course is to cover all major digital platforms such as e-commerce, mobile, social media, and online search (both organic search and paid search). We also aim to introduce basic principles of Internet marketing, data on internet usage, online advertising, mobile marketing, email marketing, social network marketing, search engine marketing, user testing and other methods, web traffic analysis. We expect to equip students with a variety of e-marketing skills and techniques to effectively make use of different vehicles such as email, SMS text, paid and organic search, and mobile marketing (QR code, mobile apps, localization, geo-fencing). The course further aims to illustrate the process to create and manage a paid search advertising campaign using Google Adwords, monitor the campaign performance using Google Analytics, and develop an effective e-commerce or m-commerce platform for sales and promotion. Taken together, this course will present a strategic perspective on marketing issue. It is not a hands-on technical course but students are expected to have a working knowledge of Internet use and application.

Learning Outcomes

On successful completion of this course, students are expected to:

1. recognize e-marketing concepts, theories, and context: e-business models, performance metrics, online advertising, and principles and practices of e-commerce and m-commerce, and its implication on marketing strategy (LO1)
2. Acquire analytical skills to develop digital marketing strategy effectively. (LO2)

3. Evaluate how effective the firm's e-marketing operation is integrated to the firm's overall strategic objective. (LO3)
4. Use new media such as mobile, online search, and social networking sites, and be able to apply measurement techniques to evaluate digital marketing efforts. (LO4)
5. Demonstrate the ability to recognize the ongoing trends in global e-commerce markets and technology given the dynamic and rapidly changing digital landscape. (LO5)

Indicative Contents

Part 1 – Electronic Marketing

Part 1 briefly describes how the Internet originated and what makes it unique as a communications and transactions medium. It discusses the implications of web 2.0 and web 3.0 and understand the generic marketing objectives that form the basis for e-marketing and m-marketing strategies. It describes the basic technical infrastructure of the Internet including computing in the cloud and explain the advantages of using the Internet for consumers and for business of all kinds.

Part 2 – e-business Models and Strategies

Part 2 delves into the e-business model (e.g., brokerage model, advertising model, community model) and explains the concept and function of a business models. It will discuss the concept of value proposition and its importance in developing digital marketing strategies. Examples of each of the e-business models will be covered and discussed.

Part 3 – Online Advertising and Web Analytics

Part 3 explains a brief history of the media and describes how new technologies have transformed the traditional media (e.g., newspaper and TV) to new media (search advertising, video advertising, and mobile advertising). It will describe the difference between the old and new media and how the latter has changed the marketing practice. Students will learn how to create and design a paid search advertising campaign using Google Adwords and use Google Analytics to monitor the performance of the ads performance.

Part 4 – Big data Marketing and O2O marketing

Part 4 covers the topic of big data marketing and O2O marketing (online and offline marketing). It explains the roles of a customer database in the development and execution of Internet marketing program and describes a data warehouse and how it is used by marketers. It defines data mining and explain why it is important in making marketing decisions. It will also describe how strategies can become more customer oriented by using information-driven marketing.

Part 5 – Social Networking Marketing

Part 5 covers the prevalent social network marketing platforms such as Facebook and Twitter. It describes the ways that marketing communications are different in social media from those in traditional mass media and online marketing. It identifies the basic elements of a social media marketing strategy (listening, communicating, engaging, and collaborating)

and discusses the difference among paid, owned, earned, and shared media.

Part 6 – Mobile Marketing

Part 6 discusses the current trend of mobile technology and development. It identifies the steps in developing a mobile marketing campaign and describes the uses of location-based and barcode/QR code for mobile advertising with special emphasis on their relevance to small and local businesses. It also discusses the role smartphone or mobile apps are playing in the mobile marketing.

Part 7 – Technologies, Emerging Trends, and Application

Part 7 identifies important concepts that apply to the adoption and diffusion of technological innovations and the accelerating speed of their adoption. It describes the current status of technology usage in marketing (e.g., Near-Field Communication (NFC), RFID, CCTV) and explains the meaning and implications of digital convergence (e.g., SoLoMo) to our daily life.

Teaching Method/Class Activities

The format of the course is a combination of lectures, hand-on assignments (both individuals and group projects), group discussion, and video. It will combine theory and practice in an interactive and iterative environment. Class work will be supplemented by real life exercises by students and guest lectures from experienced practitioners. This course is structured to provide opportunities for interaction among students, as well as between students and teachers. Students can learn basic principles and theories of e-marketing context through active student participation.

Students are expected to come prepared to class, having read in advance the assigned reading materials and notes. In group discussion, all team members are expected to participate. It is instructor's responsibility to create an open and supportive environment where students can feel comfortable to discuss the assigned topic. In the process students will learn how to develop an effective e-marketing strategy and build up independent analytical skills during the discussion.

Measurement of Learning Outcomes

1. In-class exercise, in the forms of response exercise, quizzes, case studies for discussion, requires students to comprehend key concepts, theories, and principles of e-marketing. (LO1, 3, 4, 5)
2. Individual assignments evaluate the students' ability to apply the digital marketing strategy to real life problems. (LO 1,2, 3,4,5)
3. Group project requires students to create and design a web-based or app-based content that promotes and communicates the benefits of products or services to customers. The objective of the project is to demonstrate student's ability to apply and integrate the various e-marketing concepts to develop effective strategies for an e-commerce website or mobile apps. (LO 1,2,3,4, 5)

4. Final examination is designed to evaluate students' general knowledge of fundamental e-marketing concepts, skills, and ability to apply this knowledge in a variety of context such as social networking marketing and mobile marketing. (LO 1,2,3,5)

Assessment

The assessment is on the basis of continuous assessment (both individual assignments and group projects), class participation, and final examinations.

In-class exercise / quizzes/ case studies discussion (including attendance)	20%
Individual assignment	20%
Group project	30%
Final examination	30%

Total	100%
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Required/Essential Readings

Roberts, Mary Lou & Zahay, Debra (2013*). *Internet Marketing: Integrating Online and Offline Strategies*, 3rd ed., South-Western Cengage Learning.

**Will use a newer edition when it becomes available.*

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on <https://pla.in.edu.hk/>.

Endorsed by Department Board, August 2017
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 Approved by the AQAC, December 2017
 Updated by Department Board, February 2018