

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Business and Economics
Programme:	BA (Hons) Business Administration Combined Studies
FHEQ Level:	6
Course Title:	Internet Marketing
Course Code:	MKT 6205
Course Leader:	Bruce Sheppy
Student Engagement Hours:	120
Lectures:	35
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall/Spring/Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description

Provides students an insight into the techniques and processes involved in creating and maintaining a marketing presence on the Internet using digital technologies. New technologies have created some radical changes in the way companies reach their markets and in particular the emerging phenomenon of social media. The successful entrepreneurs of the 21st century will be those who can harness the potential of virtual technology and marry it to sound marketing practice. Students will have the opportunity to learn about electronic commerce in action; the interplay between the technology and marketing applications; the changing scope and uses of the Internet, along with current management issues facing businesses attempting to use the World Wide Web.

Prerequisite: MKT 5200

Aims and Objectives:

In the current global climate it is imperative that marketers keep pace with the dramatic and far reaching changes of the digital age. This Course introduces students to the fast-moving world of digital marketing technologies and their applications. It presents theoretical frameworks and models which are relevant to digital marketing practice. It examines the development of

supporting technologies for digital marketing and examines digital channels and their suitability for inclusion for effective integrated online and off line marketing programmes and campaigns.

Programme Outcomes

A1, A2 A3, A4, A5
B2, B3, B5
C1, C2
D1, D2

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

Upon completion of this course, a successful student should be able to

Knowledge and Understanding

1. Discuss the history of the Internet and its impact on global business in the context of social, ethical and legal issues faced by Internet marketers
2. Explain the evolution of the Internet and development of the World Wide Web. Apply environmental scanning models in an Internet context
3. Contrast the nature of internet marketing to traditional marketing
4. Understand organisations and the use of web-sites in marketing plans.
5. Explain the integration of the internet into marketing programmes
6. Assess communication theory, buyer behaviour and buyer demographics in the Internet context.

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Apply ideas and knowledge to a range of business and other situations.

Practical and/or Professional Skills

1. Engage as team members in group work that will require intellectual, reflexive and aesthetic applications within the framework of a case study based portfolio

Key Skills

1. Effective oral and written communication skills in a range of traditional and electronic media.

Indicative Content:

- The Internet Micro and Macro Environments
- Internet Marketing Strategy
- The Internet, Marketing Research and the Marketing Mix

- Consumer Behaviour Online and Maintaining Customer Relationships
- Segmentation, Targeting, Differentiation and Service Quality
- Interactive Marketing Communications and Social Media
- Web Site Design and Maintaining A Presence Online
- B2Consumer and B2Business Internet Marketing

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner.

Bibliography:

IndicativeText(s):

Strauss, J. and Frost R. E-Marketing, Sixth Edition Pearson

Recommended Reading:

- Chaffey, D. Ellis-Chadwick, F. Johnston, K. Mayer, R. (2010) Internet Marketing 5th edition revised Pearson Education Limited Financial Times Prentice Hall
- Gay, R. Charlesworth, A. Esen, R. (2007) On line Marketing a customer led approach Oxford University Press
- John, Ryan, D. Jones C. (2009)Understanding digital marketing strategies for engaging the digital generation Kogan Page
- Miller, M. (2011) The Ultimate Web Marketing Guide,
- Newland ,M.(2011) OnlineMarketing A Users Manual John Wiley and Sons Ltd Spiller, L. Baier M (2009) Contemporary Direct and Interactive Marketing International ed of 2nd revised ed
- Onkin, S.CalebWhitmore S., Null L, Justin Cutroni J. (2010) Performance Marketing with Google Analytics: Strategies and Techniques for Maximizing Online ROI John Wiley and Sons,
- Parkin, G. (2010) Strategies for Online Success New Holland
- Shish, C. (2011) Facebook Era, The: Tapping Online Social Networks to Market, Sell and Innovate, 2nd edition, Pearson Education Ltd
- Smith, P. Chaffey D. (2008) Marketing Excellence 3rd Edition Butterworth-Heinemann
- Straus, J. Frost, R. (2011) E- marketing 6th Edition Persons Education

