Aston Business School
Birmingham

BMM643 E-MARKETING

Academic Year 2012/13

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

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Availability: Office hours are posted on office door.
Or please contact the Marketing Group Administrator
Samantha Doidge, Room 236, Extension 3185

Pre-requisites for the Module:

BMM601 Marketing Management is a pre-requisite for students taking this module as an elective.

Mode of Attendance:

Attendance on campus is required for each lecture and student led presentations. The richness of the course is based on class discussions, examples provided within the group drawing on the international student base of such program.

Module Objectives and Learning Outcomes:

On completion of the module, the student will have developed:

- A knowledge and understanding of the marketing techniques, tools and methods required to develop e-business solutions.
- The ability to apply and evaluate e-marketing concepts (e.g., e-customer relationship management, e-marketing strategy, virtual competitive advantage).
- The ability to research, methodically and effectively, recent developments in the field of e-business, to use and present the results persuasively, in order to make the business case for change.

- The practical skills (e.g. group work, oral and written communication) to facilitate interventions in decision-making situations.

Module Content:

Week 1: Introduction to e-Marketing

- Introduction to Tutorial Learning
- Objectives and Structure
- Societal effects and implication of the internet for marketing Environment and history of e-marketing
- Identifying Internet users
- Technology ,social inclusion and e-marketing
- Video: Ten mistakes web sites still make and how to fix them

Week 2: e-Marketing Strategy in practice

- Surgery Sessions
- Taking marketing to the net
- Legal and ethical issues
- The internet marketing mix
- Integrating E-marketing resources

Week 3: e-Consumer Behaviour

- Surgery Sessions
- The internet e-value chain
- Online communication process
- International e-consumers
- E-buying processes
- Moment to moment online
- Video: What we know about consumer experiences

Week 4: Social media

- Surgery Sessions
- Developing social media strategy
- Challenges and opportunities
- Guest speaker

Week 5: Online Market Research, web analytics and technologies

- Surgery/Tutorial Session depending on group size
- Primary reason for conducting research
- E-business research process and technologies
- Data availability and constraints
- Methods

Week 6: Optimization of e-marketing activities

- Tutorial Presentations

- Optimizing Email Marketing and email responses
- Optimizing Pay-per-Click Campaigns/Optimizing affiliate Marketing
- Optimizing landing page and Search Engine marketing

Week 7: **Managing consumers and technologies**

- Tutorial Presentations
- Images and video- what when where
- HTML, window mobile, Apps: multimedia usability
- E-Customer Relationship Management

Week 8: **Pricing and control of e-Marketing activities**

- Tutorial Sessions
- E-pricing, ebay, groupon, recommendation sites
- Internet legislation
- Addiction, compulsive behavior and health issues

Week 9: **Revision**

- Revision – open debate on key themes – cases to be presented

Week 10: **Examination**

Corporate Connections:

Case studies of real-life corporate examples will be used in both teaching and assessment. Lectures will include relevant video clips of interviews with managers of major organizations. Further case examples of actual organizations are available via Internet hyperlinks on the Blackboard.

International Dimensions:

The subject of online marketing is placed within a global context. Consideration of international opportunities, threats and obstacles are identified and students are encouraged to apply international examples throughout their work.

Contribution of Research:

Aspects of the lecturer's current and previous research will be discussed during the module including e-grocery shopping, mobile phone behavior, m-government, issues regarding privacy, 'gray' market and second sourcing online.

Ethics, Responsibility & Sustainability:

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is plagiarism. This module follows the American Marketing Association ethical standards and values defined as representing: "the collective conception of what communities find desirable, important and morally proper", the Direct Marketing Association guidelines and the Marketing Research Association use of the internet for conducting opinion and marketing research. Regarding marketing sustainability a good example of the issues can be found in the CSR Europe sustainable marketing guide.

http://www.marketingpower.com/AboutAMA/Pages/Statement%20of%20Ethics.aspx
http://www.dmaresponsibility.org/guidelines/.
http://www.mra-net.org/resources/documents/internet_ethics_guidelines.pdf
http://www.csreurope.org/data/files/sustainablemarketingguide.pdf

Method of Teaching:

Teaching will be via lectures, discussing the key conceptual and theoretical ideas in e-marketing. These ideas will be put into practice in the group-work. Tutorials will provide an opportunity for detailed discussion of specialist issues and a debate of key issues. Students will be expected to prepare for lectures through identified readings and exercises.

Method of Assessment and Feedback:

The module will be assessed by one piece of group coursework (50%) and a two-hour exam (50%).

The coursework comprises of a group presentation and summary report. The group work will be evaluated by the lecturer and through both self and peer-assessment. In small groups, students are allocated one specialist subject from a list of contemporary issues in e-marketing. Each group will present to the tutorial as a whole, providing a specialist 'lecture' on the context of e-marketing and the issues that impact on its process. The group work will enable students to conduct an in-depth literature review of a specialist subject, to debate the pertinent issues between group members in order to produce a summary presentation, and to use the presentation as a basis for discussion across the

tutorial group as a whole. In addition to an evaluation of students' research and critical appraisal abilities, this assessment will develop and test group working and presentation skills. The report deadline is week 9 and presentations take place in tutorials in weeks 6, 7 and 8. The report includes: up to 4 pages take away summary of the presentation, up to 2 pages on: what could have been done better? all references AND minutes forms for all group meetings.

Feedback from student on course development is provided via 'post-it session' randomly during the course. Discussion follows on the next session answering queries. Students have a discussion board open on Blackboard and will be encouraged to provide information on the e-channel in their country of origin as well as checking and reporting on various sites. Individual group feedback is provided during presentation preparation and after (the course outline carry evaluation criteria on last page). Individual student feedback is available on demand during office hours each week.

The exam is in **closed** book format. The exam will take the form of 6 questions whereby four will need to be answered. The exam evaluates the student's ability to critically analyze an e-marketing problem and apply their critique to a practical situation. These questions will also assess students' knowledge and comprehension of the module. Online examples, evidence of further readings, some statistical information providing order of magnitude on the topic and a short reflective conclusion for each question will be expected

Learning Hours:

Lectures	18
Tutorials	6
Coursework Preparation	30
Class Reading	30
Self-Directed Reading	30
Exam Revision	34
Exam	2
TOTAL	**150**

The following essential and recommended readings are subject to change. Students should not therefore purchase textbooks prior to commencing their course. If students wish to undertake background reading before starting the course, many of the chapters/readings are available in electronic form via on-line library catalogues and other resources

Essential Reading:

Internet Marketing, Strategy, Implementation and Practice, (2006) Chaffey, D., Ellis-Chadwick, F., Johnston, K., and Mayer, R. Prentice hall.

Selected readings from journals will form an integral part of the course.

Indicative Bibliography:

Attaran, M. (2007), “RFID: An enabler of supply chain operations”, Supply Chain Management: An International Journal, Vol. 12 No.4, pp. 249-257.

Avegerou, C., Ciborra, C., and Land, F., (2004), The social study of Information and Communication Technology. Oxford University Press.

Burt, S. L. Sparks, E-commerce and the retail process: A review, Journal of Retailing and Consumer Services 10, 2003, pp. 275-286.

Clemons, E.K., Barnett, S. and Appadurai, A (2007): The future of advertising and the value of social network websites: some preliminary examinations. ACM International Conference Proceeding Series Vol. 258 pp. 267-276.

Collier, B.J. C.C. Bienstock, Measuring service quality in e-retailing, Journal of Service Research 8(3), 2006, pp. 260-275.

Constantinides, Efthymios Carlota Lorenzo-Romero, Miguel A. Gómez, (2010),"Effects of web experience on consumer choice: a multicultural approach", Internet Research, Vol. 20 Iss: 2 pp. 188 - 209

De Kervenoael, R. Aykac, D.S.O. (2008), “Grey market e-shopping and trust building practices in China”, in Kautonen and Karjaluoto, Trust and New Technologies, Edward Edgar: Cheltenham.

De Kervenoael, R. Aykac, D.S.O. Palmer, M. (2009), “Online Social Capital: Understanding E-Impulse Buying in Practice”, Journal of Retailing and Consumer Services 16(4), pp 320-328.

De Kervenoael, R., Palmer, M., Hallsworth, A. (2012),”From the outside in: Consumer anti-choice and policy implications in the mobile gaming market”, Telecommunication Policy, (Forthcoming).

Goggin, G., (2008), Mobile Phone Cultures, Routledge.

Ho, Li-An Tsung-Hsien Kuo, Binshan Lin, (2012),"How social identification and trust influence organizational online knowledge sharing", Internet Research, Vol. 22 Iss: 1 pp. 4 - 28

Hsiao, M. H. Shopping mode choice: Physical store shopping versus e-shopping, Transportation Research Part E (45), 2009, pp. 86-95.

James M, Grosvenor, R. and Prickett, P. (2004), “E-distribution: Internet based management of a merchandiser supply chain”, Supply Chain Management: An International Journal, Vol. 9 No. 1, pp. 7-15.

Keeling, K., Macaulay, L., and McGoldrick, P., 2007. DiTV and e-commerce among disadvantaged community groups. Behaviour & Information Technology, 26(6), 545-560.

Laukkanen, P. S. Sinkkonen, T. Laukkanen, Consumer resistance to internet banking: postponers, opponents and rejectors, The International Journal of Bank Marketing 26(6), 2008, pp. 440-455.

Ling, R., (2008), New Tech, New Ties, How mobile communication is reshaping social cohesion, MIT Press.

Marcelle, G. (2004), Technological Learning: A Strategic Imperative for Firms in the Developing World, Edward Elgar, Cheltenham, UK.

Michael, A., Salter, B., (2006), Mobile marketing, Butterworth-Heineman.

Monk, A., Carroll, J., Parker, S., and Blythe, M., 2004. Why are mobile phones annoying? Behaviour and Information Technology, 23(1), 33–41.

Shao, Guosong (2009),"Understanding the appeal of user-generated media: a uses and gratification perspective", Internet Research, Vol. 19 Iss: 1 pp. 7 - 25

Selwyn, N., 2002. E-stablishing’ an inclusive society? Technology, social exclusion and UK government policy making. Journal of Social Policy, 31(1), 1-20.

Venkatesh, V., Morris, M.G., Davis, G.B., and Davis, F.D., 2003. User acceptance of information technology: Toward a unified view. MIS Quarterly, 27(3), 425-478.

Wasko, M.M. and Faraj, S. (2005), "Why should I share? Examining social capital and knowledge contribution in electronic networks of practice", Management Information Systems Quarterly, Vol.29 No.1, pp.35-57.

Wingo, S., (2005), EBay strategies. Prentice-Hall.

Zhou, Tao "Understanding online community user participation: a social influence perspective", Internet Research, Vol. 21 Iss: 1 pp. 67 - 81

Useful Periodicals:

www.thestandard.com	Industry Standard
www.infoworld.com	InfoWorld
www.zdnet.com/intweek	Inter@ctive Week
www.newsweek.com	Newsweek
www.redherring.com	Red Herring
www.usnews.com	US News & World Report Online

www.businessweek.com	Business Week Online (subscription required)
www.economist.com	The Economist (subscription required for full access)
www.wsj.com	Wall Street Journal Thursday Marketplace section
www.wired.com	(subscription required)

Online Communities/videos:

www.echonyc.com
www.well.com The WELL

Are businesses using social media to their advantage?
http://www.bbc.co.uk/news/business-16333215

Are you planning on quitting Facebook? http://mashable.com/2010/05/21/quit-facebook-survey/

Secret history of social networking http://www.bbc.co.uk/iplayer/console/b00y8xdv

10 Key Statistics about Facebook http://weblogs.hitwise.com/heather-dougherty/2012/02/10_key_statistics_about_facebo_1.html

Google Plus Vs Facebook http://www.youtube.com/watch?v=13rbUCgMF3w&feature=fvst

Guide to new Twitter and Twitter pages for brands:
http://www.slideshare.net/NixMc/guide-to-new-twitter-for-brands

Social Media revolution http://www.youtube.com/watch?v=x0EnhXn5boM

The 2010 Social Networking Map http://www.flowtown.com/blog/the-2010-social-networking-map?display=wide

Coffee with the CEO: LinkedIn for Business, with a touch of Inbound Marketing Strategy
http://www.youtube.com/watch?v=IXgRBDrzy78

Safer Internet Day: Job hunt 'affected by social media profile'
http://www.bbc.co.uk/news/uk-england-16859744

5 Reasons Why You Should Have a LinkedIn Business Page
http://www.6smarketing.com/5-reasons-why-you-should-have-a-linkedin-business-page/

http://www.socialmediamarketing.com/eBook.pdf

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Online Newsletters:

www.benton.org	Benton Communications Policy List
www.farber.net	Dave Farber's Interesting People List
www.iconocast.com	ICONOCAST
www.thestandard.com/newsletters	Industry Standard Groks
www.o-a.com	Online Advertising List
www.marketwatch.com	CBS MarketWatch
www.news.com	CNET.com - News
www.cnn.com/TECH	CNN.com - Technology
www.inside.com	Inside.com
www.msnbc.com	MSNBC.com
www.eland.com/	E-marketer
www.nua.com/surveys	Nua Internet surveys

Blackboard and Further Information:

By the time the materials of this module are printed, it is inevitable that some changes may have occurred as the subject is undergoing constant development especially for e-marketing. In order to account for this, please use Blackboard for this module for up-to-date reading materials (e.g., articles), additional lecture slides, surgery questions and answers, and course announcements