BM2243 – E-MARKETING

Module Number: BM2243

Module Title: E-Marketing

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

Dr. Aarti Sood
Marketing Group
Aston Business School, Room 239, Extension 3466
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Availability: Please check my door for office hours or contact group Administrator, Samantha Doidge, ABS Room 236, Extension 3147

Other Staff Contributing to the Module: TBC

Pre-Requisite(s) for the Module: BM1134 - Introduction to Marketing

Module Learning Outcomes:

On successful completion of the module, you will be able to:

Knowledge and understanding outcomes:

- Analyse e-marketing strategies and tactics within an e-business perspective
- Appreciate the range of e-marketing tools as well as their advantages and disadvantages
- Develop an awareness of the digital impact on each element of the marketing mix
- Explain the opportunities and challenges of the Internet as a market research tool
- Discuss the importance of using e-technologies to build and nurture customer relationships
- Recognise the marketing uses of online communities
- Demonstrate an understanding of the variety of metrics available to evaluate e-marketing programmes
- Apply the concepts, tools and frameworks learnt to solve e-business problems

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Skills and competence outcomes

- Develop your analytical and problem solving skills through case studies based on realistic e-business scenarios
- Develop your presentation skills by participating in class presentations
- Work effectively as part of a team
- Demonstrate the origins of your ideas by appropriately referencing sources used in your assignments

Module Content:

The reason for marketing is to create value to the consumer, thereby creating satisfaction and loyalty. This fundamental principle applies whether you are marketing online or offline. Marketing on the Internet, however, poses a new array of opportunities and challenges to marketers who need to understand new concepts, tools, and business models. The aim of this module is to introduce an e-marketing dimension to students' prior knowledge of basic marketing principles. The module examines the internet and its related technologies and their implications for *inter alia*, marketing strategy, research and tactics.

Lectures:

Week 14: Introduction to Module
26 Jan.

Week 15: E-Buyer Behaviour
2 Feb.

Week 16: Online Marketing Research
9 Feb.

Week 17: Reading Week
16 Feb.

Week 18: Online Service Quality/Customer Experience
23 Feb.

Week 19: E-Branding
1 Mar.

Week 20: E-Marketing Communications
8 Mar.

Week 21: Pricing and Distribution
15 Mar.

Week 22: E-CRM
22 Mar.

Week 23: Cyber-communities
19 Apr.

Week 24: Metrics
26 Apr.

Week 25: Revision
3 May

Seminars:

Seminars will run in alternate weeks. Students will be randomly split into groups of (up to) 5 by the undergraduate office. Groups will then be assigned to one of two streams (blue or red). Seminars will take place as follows:

Weeks 14, 16, 18 & 20 Blue stream groups

Weeks 15, 17, 19 & 21 Red stream groups

International Dimensions:

The subject will be taught with reference to international context. This reflects the near lack of geographical boundaries and global reach of the Internet and virtual marketplace. The emergence of virtual organizations and virtual networks (e.g. virtual supply chains) enables small companies to reach international markets. Students are encouraged to apply international examples throughout their work.

Corporate Connections:

Case studies are based on up-to-date, real-life corporate examples. Further examples of relevance of the subject to practice are provided on Blackboard.

Learning and Teaching Rationale and Methods:

The module is taught via lectures, which discuss the key conceptual and strategic issues 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 and seminars through identified readings, case studies, and exercises. Each of the ten lecture topics are key foundation areas within electronic marketing. These are supported by the identified chapters from the essential text in addition to selected readings provided. Students are expected to have read the relevant material prior to the lectures to ensure all the learning outcomes detailed above are met.

Contact and directed learning

Lectures	11
Seminars	9
Examination	2
Indirect learning	
Preparation of Assignment	22

Exam revision	28
Reading	28
Total	**100**

Ethical Approval:

This module does not require any primary research so no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The module will be assessed by a group assignment (30%) and a 2-hour written exam (70%).

Examination

The exam is in **closed book** format and students will have to answer 3 essay questions (out of 5).

Coursework

The coursework comprises a group assignment (i.e. report). In groups of (up to) 5, students are required to compile an E-Marketing plan for a start-up company, i.e. students should select a company that **does not** have an online presence. The e-marketing plan should include a number of required elements (see Strauss *et al*. 2006, p.49) and students should also include the design of the company's homepage within the report.

Students will be pre-assigned to groups of (up to) 5 members by the undergraduate office. The group work will enable students to apply the concepts they have learned in the course and generate ideas to demonstrate analytical and creative thinking. Furthermore, it will encourage debate and discussion between group members, and across the tutorial group as a whole. In addition to an evaluation of students' analytical and critical appraisal abilities, this assessment will develop and test group working skills.

All members of each group are expected to contribute equally to the assignment without creating unnecessary heavy workload on any particular group member. To achieve this, there will be an **individual** component to the group assignment. Each member of the group is required to submit Form 1, providing a brief assessment of his or her contribution to the assignment.

This form will not be awarded an official grade, but provides evidence of each group member's individual contribution.

Each group is also required to provide a **joint** assessment of each group member's contribution to the assignment in percentage terms (see Form 2). No individual assessment of one's own contribution and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted. Form 2 must be handed in **at the same time** as the assignment, signed by all group members. Any assignments are

counted as late until such time as Form 2 is handed in. The assignment including forms 1 and 2 are due to be submitted online and to the UG office by **12pm on the 20th March 2012**.

As a result, group members are expected to negotiate amongst themselves in order to assign each other's percentage contribution to the group. For example, say a group is awarded 70% for their assignment. If a student has 100% for their percentage contribution score, they will receive 70% (100% of 70%) for the assignment. If a student has 60% for their percentage contribution score, they will receive 42% (60% of 70%) for the assignment.

Group Work

Please note:

- Students are advised to bring to the attention of the module lecturer any problems at an early stage

- Students have access to an arbitration system to give them the opportunity to appeal against allocations of marks which they consider to be unfair (evidence of work will be necessary)

- Students are advised to keep records of group meetings in the form of notes to allow for evaluation of contribution and effort

- Students are advised to produce action plans of all group assessment activities, using the ABS Undergraduate proforma

- At the outset, students are advised to agree a set criteria (in writing) against which they will assess group contribution

Word Count is 5,000 words on A4 paper including cover page, table of contents, tables/figures/graphs etc. Use 12pt font size Times New Roman, with 2.5cm margins all around and double-spaced. References, table of contents, and tables/figures/graphs may be single-spaced with a font size 10. The word limit is exclusive of the forms (Form 1 and 2) that must accompany your report and references and any appendices (if applicable). Note that word limit is non-negotiable and reports that exceed the set limit will not be marked. Deviations from the set formatting guidelines will severely affect your grade, regardless of report content. This is to ensure optimal length consistency and fairness for all submitted student reports.

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FORM 1 – INDIVIDUAL CONTRIBUTION SHEET – BM2243

FILL COMPLETE AND ATTACH TO THE GROUP REPORT.

Candidate Number: _____ **Group Number:** _____

I have contributed to the group report in the following way:

_____

_____

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GROUP CONTRIBUTION SHEET

PLEASE COMPLETE AND **ATTACH TO THE GROUP REPORT**

MODULE: **GROUP**

(E.g. 100 means that the student will receive 100% of the Final Grade,
50 means the student will receive 50% of the Final Grade.)

Student Candidate No.	Contribution (%)

All group members contributed equally (Please Tick)

DATE: _____

MODULE: **GROUP**

Group Members Signatures (Should correspond to candidate numbers given above):