



**INTERNET MARKETING
COMM 346
Winter 2014**

INSTRUCTOR: Jane Wei Liang

E-MAIL: liangwei88@gmail.com (Please ensure you put COMM346 in the subject line)

OFFICE LOCATION: n/a

OFFICE HOURS: n/a

TELEPHONE NUMBER: (778) 983-2200

CLASS TIME: Thu, 6:00 pm - 8:50 pm

CLASS LOCATION: TLC 10-4072

WEBSITE:

Information regarding School of Business at UNBC can be found at: <http://www.unbc.ca/commerce>

COURSE DESCRIPTION

This course provides insights into the converging logic of traditional marketing in the information age from managerial and consumers' perspective. Students learn how to understand consumer internet behavior, identify appropriate target segments, develop product opportunities, pricing structures, and distribution channels over the internet, and execute marketing strategy in a computer-mediated environment.

COURSE OBJECTIVES

Students will become familiar with the vocabulary and concerns relevant to working with digital marketing firms. through case studies, and hands-on exercises, they will learn to make extended value propositions for the online channel, integrate digital channels with traditional channels, identify potential problems with online marketing proposals, and become aware of the challenges that internet marketers face.

REQUIRED TEXTS

Chaffey, D., Ellis-Chadwick, F., Mayer, R., Johnston, K., (2012). *Internet Marketing: strategy, implementation and practice*. David Chaffey (Ed.) Toronto: Prentice Hall.

COURSE FORMAT

This course will consist of a combination of lectures, practical examples, cases, class discussions, and course project. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides and reading materials designed to supplement class lectures will be posted on the Blackboard prior to the scheduled discussion of the topic.

COURSE ASSIGNMENTS, EXAMS AND GRADE WEIGHTING

Components	Grade Weight	Date/Due
Participation	10%	---
Midterm #1	20%	6th Feb.
Midterm #2	20%	20th Mar.
Final Exam	25%	TBA
Project Paper and Presentation	25%	Paper due on final exam day
Total	100%	

Participation:

The participation mark is made up of four times random attendance checks and active participation in class discussions.

Midterm and Final Exams:

All midterm and final exams will take the form of a combination of true/false questions, multiple choice questions, and short answer questions. The exams will cover both assigned readings and lecture materials based upon content from chapters covered up until the exam date.

Project Paper and Presentation:

- The ability to work well within a team is a highly valued skill in today's business environment.
- Your team will do an Appraisal of Business Websites project. A project memo will be due on *27th Feb.*, the memo identifies team members and their topic choice. The memo is not graded but serves to get approval from the instructor.
- The project paper will be a summary of team project. You are to form teams of *up to five (5)* students. Each team submits one paper for the final project, with all team members' names on the cover page. The paper is to be maximum *10 pages* in length, double-spaced, 12 pt., and in any easy-to-read font. The final paper is due *on the final exam day*, in the last two classes, each team will have 10-15 minutes to present their project in class to share their findings with peer students.
- The evaluation for the project paper and presentation will include paper writing (40%), team presentation (40%), and peer evaluation (20%).

GRADING SYSTEM

Please see the calendar regarding the details.

<u>Excellent</u>	A+ = 90-100	A = 85-89.9	A- = 80-84.9	
<u>Good</u>	B+ = 77-79.9	B = 73-76.9	B- = 70-72.9	
<u>Satisfactory</u>	C+ = 67-69.9	C = 63-66.9		
<u>Marginal</u>	C- = 60-62.9	D+ = 57-59.9	D = 53-56.9	D- = 50-52.9
<u>Failure</u>	F = 0-49.9			

CONDUCT IN EXAMS, MISSING EXAMS

Please see the calendar regarding the details.

PLAGIARISM AND ACADEMIC MISCONDUCT

Please see the calendar regarding the details.

RESPECT

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

ETHICAL STANDARDS

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course or grading scheme
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

ACADEMIC ADVISING

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

ACCESS RESOURCE CENTRE

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with me to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel 250-960-5682 or via email arc@unbc.ca. For more information, please visit their website www.unbc.ca/arc.

ACCESS SUCCESS CENTRE

For tutoring online or in person; download handouts on writing, math, and referencing; receive study assistance; and much more, please see the Learning Skills Centre.

The Learning Skills Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

For more information, please contact the Academic Success Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca. Their website is www.unbc.ca/asc.

COMM346 – TENTATIVE TIMETABLE

week	Date	Topic	Pre-reading	Remarks
PART I: DIGITAL MARKETING FUNDAMENTALS				
1	9th Jan	Course & Class Intro Introducing Digital Marketing	Ch 1	
2	16th Jan	Online Marketplace Analysis: micro-environment The Internet Macro-environment	Ch 2,3	
PART II: DIGITAL STRATEGY DEVELOPMENT				
3	23nd Jan	Digital Marketing Strategy	Ch 4	
4	30th Jan	The Internet and the Marketing Mix	Ch 5	
5	<i>6th Feb</i>	<i>Midterm#1 (Ch 1-5) & Project preparation</i>		
6	13th Feb	Relationship Marketing using Digital Platforms	Ch 6	
7	<i>20th Feb</i>	<i>Study Break</i>		
PART III: DIGITAL MARKETING: IMPLEMENTATION AND PRACTICE				
8	27th Feb	Delivering the Online Customer Experience	Ch 7	Project memo due
9	6th Mar	Campaign Planning for Digital Media	Ch 8	
10	13th Mar	Marketing Communications Using Digital Media Channels Evaluation & Improvement of Digital Channel Performance	Ch 9,10	
11	<i>20th Mar</i>	<i>Midterm#2 (Ch 6-10) & Project preparation</i>		
12	27th Mar	Business-to-customer Digital Marketing Practice	Ch 11,12	
13	<i>3rd Apr</i>	<i>Project Presentation</i>		
14	<i>10th Apr</i>	<i>Project Presentation</i>		

Final Exam: TBA, Project paper due