**MODULE GUIDECONTENTS**

# AshcroftInternationalBusinessSchool

# Module Guide

## BD415022S

## Internet Marketing

### Module Leader: Marcus Hanwell



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**1. Contact Details**

Contact details of the Module Leader/Module Tutors and, where appropriate, other key staff

**Module Leader**

Marcus Hanwell

Room Cos 209-A, Cambridge

**Module Tutor**

Philip Robinson

Room Cos 301, Cambridge

**Programme Administrator:**

Linda Lawrence

Room Faculty Office, Room Cos009

Building Coslett

Telephone:

E-mail:

**2. Introduction to the module**

**Key words**

Marketing, Internet Marketing, E-Commerce

Welcome to the elective - Internet Marketing.

E-commerce is perhaps the most exciting development in business-to-business marketing (b2b), and consumer marketing (b2c), in the last 50 years. In only 5 years the amount of business transacted electronically has developed from minimal to a significant part of transactions – particularly in books, software, music and travel. Given this rate of growth, the future development promises to be even more dramatic and an essential tool without which businesses will wither.

This module deals with both the Marketing aspects of e-commerce (such as communications, differentiation, delivery strategy) and the information technology aspects (website creation, performance monitoring). Students will be expected to develop a marketing strategy using the internet and a prototype website as the assessment for the module.

##### The Internet –– opportunity and threat

The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily. For organisations marketing these products and services it gives the opportunity to expand into new markets, offer new services and to compete on a more equal footing with larger businesses. For those working within these organisations it gives the opportunity to develop new skills and to use the Internet to improve the competitiveness of a company.

At the same time, the Internet gives rise to many threats to organisations. For example, start-up companies such as Amazon (books) (www.amazon.com), Expedia (travel) (www.expedia.com), AutoByTel (cars) (www.autobytel.com) and CDNow! (CDs) (www.cdnow.com) have captured a significant part of their market and struck fear into the existing players in the market. Indeed the phrase ‘‘Amazoning a market sector’’ has become a commonly used expression amongst marketers.

**The Internet –– how to react?**

With the success stories of companies capturing market share together with the rapidly increasing adoption of the Internet by consumers and business buyers has come a fast growing realisation that all organisations must have an effective Internet presence to prosper, or possibly even survive! But, it can also raise some serious commercial questions:

How is an effective Internet presence achieved in a medium that is alien to most companies? Are existing marketing concepts, theories and models still valid? What is the effect on channel and market structures? How should the Internet be used to support existing business and marketing strategies? How should the web site be structured and designed? How should the site be promoted online and offline? How can the Internet be used to communicate with customers and build loyalty? How can we assess whether we are achieving these objectives?

The aim of this module is to answer this type of question, so that graduates entering employment and practitioners can help the companies they work for compete successfully using this digital medium in conjunction with existing media.

**The Internet –– skills required?**

To help develop the knowledge and skills for marketers to be able to use the Internet effectively, this module has been created to fulfil the following needs:

To understand the extent to which the Internet changes existing marketing models, and whether new models and strategies can be applied to exploit the medium effectively.

Marketing practitioners will need practical Internet marketing skills to market their products effectively. Knowledge of the new jargon such as ‘‘portal’’, ‘‘clickthrough’’, ‘‘cookie’’, ‘‘hits’’, ‘‘page impressions’’, ‘‘digital certificate’’ and effective methods of site design and promotion will be necessary either for direct ‘‘hands-on’’ development of a site or to enable communication with other staff or suppliers who are implementing and maintaining the site.

Given the rapidly changing market characteristics and best practices of Internet marketing, web based information sources are needed to regularly update knowledge. We will use the workshop sessions to review web sites to evaluate the practical implications of the theoretical content of the lectures.

This module assumes some existing knowledge of marketing in the student, perhaps developed through experience or by studying introductory modules in marketing fundamentals, marketing communications or buyer behaviour.

**3. Learning Outcomes**

The aim of this module is to provide relevant underpinning knowledge required for you to:

1. Understand the role of the internet in establishing and maintaining different forms of competitive advantage within a range of key business sectors
2. Compare, contrast and distinguish critically between traditional marketing communications methods and digital applications such as the internet, e-commerce, and EDI (Electronic Data Interchange)
3. Propose strategic approaches that businesses can use to exploit the internet and compile a typical internet / e-commerce marketing plan
4. Construct a corporate website suitable for use in e-commerce applications, with reference to objective definition, graphic design, best practice construction techniques, promotion and maintenance of the site.

**4. Delivery**

**The structure and contents of this module**

The module is divided into two parts which covers how the Internet is used for marketing by organisations to help achieve competitive advantage in part one and how to create a website in part two.

**Part 1 - Internet Marketing Strategy (Lectures 1 - 5)**

 **Part 2 – Creating websites (Lectures 6 - 11)**

**Lecture 12 – Workshop and review of topics covered**

**Seminar Programme**

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| **Session** | **Subject Area** | **Advance Reading** |
| **1** | **An introduction to Internet marketing***reviews the relationship between the Internet and the modern marketing concept, the benefits the Internet can bring to adopters, differences to other media and its impact on different elements of the marketing communications mix.* | **Chaffey, Mayers et al** **Ch 1** |
| **2** | **Key Internet marketing concepts***looks at elements of the internet environment that impact on an organisation’s internet marketing strategy and the relevance of changes in trading patterns and business models enabled by e-commerce.* | **Chaffey, Mayers et al** **Ch 2-3** |
| **3** | **Internet marketing strategy***considers how the Internet strategy can be aligned with business and marketing strategies and describes a generic strategic approach with phases of goal setting, situation review, strategy formulation and resource allocation and monitoring.* | **Chaffey, Mayers et al** **Ch 4** |
| **4** | **Internet marketing and the marketing mix**examines how the internet can be used to vary the marketing mix | **Chaffey, Mayers et al** **Ch 5** |
| **5** | **Relationship marketing using the Internet** *details the benefits of using the Internet for building and sustaining ‘‘one-to-one’’ relationships with customers and looks at e-mail and web-based personalisation techniques for achieving this.***Marketing Communications***assesses the difference in communications characteristics between digital and traditional media, identifies effective methods for online and offline promotion and discusses the importance of integrating online and offline promotion.* | **Chaffey, Mayers et al** **Ch 6****Chaffey, Mayers et al** **Ch 8** |
| **6** | **Understanding how the internet works***.This will provide students with a simple technical overview of the internet and world-wide web, including evolutionary issues and future possibilities.* |  |
| **7** | **Understanding core technical concepts and design principles.***This section covers some the IT resources required and professional design principles. It also includes HTML and introduces the simple concept of iterative development.* |  |
| **8** | **Inserting images and hyperlinks***Once the initial challenge of understanding HTML is mastered, the student can progress to image manipulation, and configuring hyperlinks between pages.* |  |
| **9** | *Defining tables and frames for improved layout and menu design.This session covers the use of frames and tables to set out information neatly and attractively. This relates closely to the creation of menu and navigation systems.* |  |
| **10** | **Programming with simple JavaScript functions***JavaScript remains the most popular client-side scripting tool: some fairly simple programming options that enables an interactive experience by the user.* |  |
| **11** | **Configuring web forms and interactive features***Forms are the classic way that a user can submit information to a web-site for some useful purpose – often via integrated email. This is a basic introduction to the options offered.* |  |
| **12** | **Assignment Review** |  |

**5. Assessment**

The assignment for this module will consist of the following:

1. The development of an e-commerce strategy for a company (this will be a written 2,000 word report)
2. The development of a prototype website to support recommendations made in the written report

The assignment will be handed out at the beginning of the module.

**Deadline: Level 4 submission January 3rd, 2012.**

**6. Learning Resources**

**RECOMMENDED TEXT REFERENCE**

**Chaffey, D et al (2009), Internet Marketing: Strategy, Implementation and Practice (4thedition), Financial Times Prentice Hall, ISBN: 027369405-7**

Chaffey D. (2009) E-Business and E-Commerce Management (4th edition), Prentice Hall, ISBN 0273707523

Gay R., Charlesworth A. and Esen R (2007) Online Marketing a customer-led approach, Oxford University Press SBN 978-0-19-926585-5

Bickerton P, Bickerton M and Perdesi (2000),Cybermarketing (2nd edition), Butterworth-Heinemann, ISBN: 0750647043

Bickerton, Bickerton and Simpson-Holley (1998),Cyberstrategy, Butterworth-Heinemann, ISBN: 0750642033

Chaston, Ian (2000), E-Marketing Strategy,McGraw Hill Publishing Company, ISBN: 007709753X

De-Kare Silver, Michael (2001), E-Shock the new rules (2nd edition) Palgrave Macmillan, ISBN: 0333946014

Hanson W A (2000), Principles of Internet Marketing,SouthWesternCollege Publishing, ISBN: 0538875739

O’Connor J, & Galvin E (2001), Marketing in the Digital Age (2nd edition),Financial Times Prentice Hall.

Pence James (2001) How to do everything with HTML, McGraw Hill

Sheth, J N &Eshgi A (2000) Internet Marketing London Harcourt

Students are encouraged to read real live case study material drawn from the internet, and daily business and news media. In particular: The Economist, Fortune Magazine, The Sunday Times – Business Section – Enterprise Network Page, Marketing Business, Marketing Week, Campaign, NET Magazine

**7. Module Definition Form**

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|  | **Module Definition Form (MDF)** |

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| **Module Code: BD415022S** | Version: 3 Date amended: 4th January 2011 |

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| **1. Module Title:** |
| Internet Marketing |

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| **2a. Module Leader:** | **2b. Department:** | **2c. Faculty:** |
| Marcus Hanwell | Human Resources and Marketing | AIBS |

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| **3a. Level:***see guidance notes* | **3b. Module Type:***see guidance notes* |
| 4 | Standard |

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| **4a. Credits:** *see guidance notes* | **4b. Study Hours:** *see guidance notes* |
| 15 | 150 |

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| **5. Restrictions** |
| **Pre-requisites:** | None |
| **Co-requisites:** | None |
| **Exclusions:** | None |
| **Pathways to which this module is restricted:** | None |

**LEARNING, TEACHING AND ASSESSMENT INFORMATION (for inclusion in the Module Guide)**

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| **6a. Module Description:***200 – 300 words* |
| E-commerce is perhaps the most exciting development in business-to-business marketing (b2b), and consumer marketing (b2c), in the last 50 years. In only 5 years the amount of business transacted electronically has developed from minimal to a significant part of transactions – particularly in books, software, music and travel. Given this rate of growth, the future development promises to be even more dramatic and an essential tool without which businesses will wither. This module deals with both the Marketing aspects of e-commerce (such as communications, differentiation, delivery strategy) and the information technology aspects (website creation, performance monitoring). Students will be expected to develop a marketing strategy using the internet and a prototype website as the assessment for the module.One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes.Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written. |
| **6b. Outline Content:** |
| Internet Marketing Fundamentals* Introduction to Internet Marketing
* Key Internet Marketing concepts
* Development of a knowledge of the practical aspects
* Finding information on the internet

Key elements of strategy* Setting the Marketing Communications mix
* Integrating the Internet Strategy
* Alternative strategy approaches

Internet Marketing – Implementation and Practice* Creating and building the website
* Maintaining and managing the website and measuring Internet marketing effectiveness
* Website promotion
* Direct marketing techniques
* Services marketing
* Electronic commerce transactions
* Business-to-consumer marketing – B2C
 |
| **6c. Key Texts/Literature:** |
| **Key text**Chaffey, D. (2009) *Internet marketing strategy, implementation and practice* (4th Edition) Harlow:Prentice Hall.**Additional Reading/Resources**Chaffey, D. (2009) E-Business and E-Commerce Management(4th Edition) Harlow:Prentice HallO'Connor, J. and Galvin, E. (2001) *Marketing in the Digital Age* (2nd Edition) London: FT/Prentice Hall Bickerton, P. and Bickerton, M. (1998) *Cyberstrategy*, Oxford: CIM/Butterworth and Heinemann.Stroud, D. (1998) *Internet Strategies: a corporate guide to exploiting the Internet*London: Macmillan BusinessDe Kare-Silver, M. (2001) *E-Shock: the new rules* (2nd edition) AMACOM Hanson, W.A. (1999) *Principles of Internet marketing*, Thompson. Sheth, J. N, and Eshgi, A. (2000) *Internet Marketing*, London: Harcourt. *The Economist,* *Marketing Week,* *The Sunday Times Business Pages - Enterprise Network Page**Interactive Marketing* (journal)*Journal of Direct, Data and Digital Marekting Practice.* |
| **6d. Specialist Learning Resources:** |
| Use of computer rooms for second half of the module (ie 6 week period) to enable students to create website |
| **7. Learning Outcomes (threshold standards):** |
|  | On successful completion of this module the student will be expected to be able to: |
| **Knowledge and understanding** | 1. Understand the role of the internet in establishing and maintaining different forms of competitive advantage within a range of key business sectors
 |
| **Intellectual, practical, affective and transferable skills** | 1. Compare, contrast and distinguish critically between traditional marketing communications methods and digital applications such as the internet, e-commerce, and EDI (Electronic Data Interchange)
2. Propose strategic approaches that businesses can use to exploit the internet and compile a typical internet / e-commerce marketing plan
3. Construct a corporate website suitable for use in e-commerce applications, with reference to objective definition, graphic design, best practice construction techniques, promotion and maintenance of the site.
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| **8. Learning Activities** |
| **Learning Activities** | **Hours** | **Learning****Outcomes** | **Additional Comments (including details of use of web-CT)** |
| Teacher managed learning: | 24 | 1-4 |  |
| Student managed learning: | 126 | 1-4 |  |
| **TOTAL** | 150 |  |  |

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| **9. Assessment** |
| **Assessment Method** | **% contribution to****module mark or P/F** | **Learning****Outcomes** |
| Development of an e-commerce strategy for a company – written 2,000 word report | 50% | 1-4 |
| Development of a prototype website to support recommendations made in written report | 50% | 1-4 |
| **In order to pass this module, students are required to achieve an overall mark of 40%****In addition, students are required to** **(a) achieve the qualifying mark for each element of fine grade assessment as specified above****(b) pass any pass/fail elements** |

**OTHER TECHNICAL DETAILS**

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| **10. Delivery of the Module** *Please delete as appropriate* |
| ***Delivery*** | ***This module is delivered over…*** | ***Yes or No?*** | ***Indicate which by deleting as appropriate*** |
| **1** | **…a single semester** | Y / ~~N~~ | Semester 1 or | Semester 2 |
| **2** | **…two semesters** | ~~Y~~ / N | ~~Semester 1~~ | ~~Semester 2~~ |
| **3** | **…a single trimester** | ~~Y~~ / N | ~~Trimester 1~~ | ~~Trimester 2~~ | ~~Trimester 3~~ |
| **4** | **…two trimesters** | ~~Y~~ / N | ~~Trimester 1~~ | ~~Trimester 2~~ | ~~Trimester 3~~ |
| **5** | **…three trimesters** | ~~Y~~ / N | ~~Trimester 1~~ | ~~Trimester 2~~ | ~~Trimester 3~~ |
| **6** | **…multiple delivery patterns** | ~~Y~~ / N |  |
| **7** | **… an exceptional delivery pattern** | ~~Y~~ / N |  |

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| **11. Learning Activities – further details** |
| **Learning Activities** | **Details of duration and frequency of learning activities** |
| Teacher managed learning: | 2 hour class–work sessions per week consisting of lectures and discussions. Some time to be spent in computer rooms in second half of module discussing methods to create a website |
| Student managed learning: | Reading around the subject and preparation of a website to support the report they will write for the first assignment |

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| **12. Module Assessment – further details** |
| **Method** | **Length/duration** | **Fine graded (FG) or pass/fail (PF)** | **Minimum Qualifying Mark***see guidance notes* | **Comments** |
| Assignment | 2000 words | FG | 30% | Written report |
| Website | 20 pages (equivalent to 2000 word report | FG | 30% | Prototype website |

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| **13. Subject:** *see guidance notes* | N5 Marketing and Market Research |