

ITT Technical Institute
BU344
Marketing and the Internet
Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 40 (40 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: BU242 Consumer Behavior, EG371 Research Methods or equivalent

Course Description:

This course focuses on how to leverage technology to reach global markets. Emphasis is on developing and managing a marketing strategy in the digital/Internet global environment.

SYLLABUS

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. E-Marketing in Context—Setting the Context for Marketing Planning
2. E-Marketing Environment—Technology, Legal, and Ethical Environments
3. E-Marketing Strategy—In-Depth
4. E-Marketing Management—Marketing Mix/Customer Relationship Management
5. Strategy and Implementation Issues
6. Global Perspective

Course Objectives

1. Describe the past, present, and future potential of e-marketing.
2. Explain how strategic planning is implemented in an e-marketing environment.
3. Explain the e-marketing planning process.
4. Examine the global e-marketing environment of leveraging technology.
5. Analyze the legal and ethical issues in an e-marketing environment.
6. Explain how e-marketers turn marketing research into marketing knowledge.
7. Examine how consumer behavior impacts the e-marketing strategy.
8. Analyze e-segmentation, targeting, differentiation, and positioning strategies on the Internet.
9. Analyze how the Internet technology is influencing the product development and the pricing strategies of an online product.
10. Examine the Internet as a distribution channel in the e-business.
11. Examine the Internet as a tool for effectively and efficiently exchanging marketing communication messages between marketers and their audience.
12. Examine how customer relationship management (CRM) is used to establish and maintain business relationships on the Internet.

Related SCANS Objectives

1. Effectively present ideas or data using oral, written, graphic, pictorial, or multi-media methods.
2. Identify the needs of the customer/consumer.
3. Use critical thinking to apply the new knowledge learned.
4. Knows how social, organizational, and technological systems work and operates these effectively.
5. Evaluates situations and devises appropriate plan of action.

Teaching Strategies

The main focus of this course is to develop and manage a marketing strategy to reach global markets in the Internet environment. It also focuses on leveraging technology.

To help the students in learning several real life scenarios, writing assignments and discussion have been used. This also would help in making this course more interesting and relevant for the student. This course requires students to use the ITT Tech Virtual Library to research scenarios to help apply the concepts of marketing and the Internet to real world situations.

Learning is enhanced by giving the students the opportunity to participate in discussions, encourage them to express their views, and appreciate differing opinions. This course encourages active student participation.

The overall assessment strategy for this course includes writing assignments, participation, project, and a final exam.

Course Resources

Student Textbook Package:

- Strauss, J., El-Ansary, A., & Frost, R. (2010). *E-Marketing* (Custom 4th ed.). Boston, MA: Pearson Custom.

References and Resources

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library (<http://www.library.itt-tech.edu/>) to access online books, journals, and other reference resources selected to support ITT Tech curricula.

■ General References

• Books

The following books are related to this course and are available through the ITT Tech Virtual Library

Books>Ebrary

- Deans, Kenneth R. *Issues in internet marketing*. Emerald Group Publishing Limited. 2003
- Hart, Ted, Greenfield, James M., Johnston, Michael. *Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success*. John Wiley & Sons, Incorporated. 2005
- Sweeney, Susan. *101 Ways to Promote Your Web Site: Filled with Proven Internet Marketing Tips, Tools, Techniques, and Resources to Increase Your Web Site Traffic*. 5th ed. Maximum Press. 2004
- Coyle, James R. *Internet Resources and Services for International Marketing and Advertising*. Greenwood Publishing Group, Incorporated. 2002
- Lee, Ook. *Internet Marketing Research: Theory and Practice*. Idea Group Publishing. 2001
- Yudkin, Marsha. *Internet Marketing for Less than \$500/Year*. Maximum Press. 2001
- Silverstein, Barry. *Business-to-Business Internet Marketing*. Maximum Press. 2001
- Zimmerman, Jan. *Marketing on the Internet: Your Seven Step Plan for Succeeding in e-Business Now That the Hype is Over*. 6th ed. Maximum Press. 2002

• Internet Resources

▪ **E-Marketers**

www.emarketers.com

Contains sponsored links for Internet marketing

▪ **Internet World**

www.internetworld.com

News, links, and more.

▪ **Marketing News**

www.michaelwong.com

Up-to-date stories by Michael Wong

▪ **Net Ratings**

www.nielsen-netratings.com

The global standard for Internet ratings

▪ **Business Journals**

www.bizjournals.com

American Business Journals online

▪ **Cyber Atlas**

www.cyberatlas.internet.com

Billed as the leading resource for Internet trends and stats

- **A-Z List of all Business Resources**

www.gpoaccess.gov/databases.html

GPO Access Online daily business Resources: A-Z Resource List

- **Small Business Gateway**

www.epa.gov/smallbusiness

The U. S. Environmental Protection Agency (EPA) gateway to environmental information and contacts for small businesses

- **Business Statistics**

www.bizstats.com

Instant access to useful financial ratios, business statistics and benchmarks

- **Consumer Information**

www.consumer.gov

US federal government consumer information gateway

- **Economics**

dir.yahoo.com/Social_Science/Economics/

Collection of selected sites about the global economy, currency, economists, organizations, statistics, indicators, and more

- **Government Information**

www.firstgov.gov/

Home page of the US Government's Official Web Portal for all government transactions, services, and information

- **International Business**

www.ibm.com

Website for International Business Machines

- **Marketing & Advertising**

www.businessballs.com

Online simple ideas for marketing your business and generating sales leads and enquiries

- **Meta Sites and Business Portals**

www.knowthis.com

Contains information, resources, reference and links related to major international business portals and meta sites

- **News & Electronic Journals**

www.iop.org

Has a complete list of journals in the journal archive

- **Pacific Northwest Business**

www.pnwer.org

Private Sector Council helps business leaders communicate

- **Small Business/HomeOffice**

www.powerhomebiz.com

Business resources to help you start, manage and grow your home business. Business ideas, business plans, marketing tips

- **Internet News**

- www.internetnews.com

Contains the latest statistics on Internet usage, audiences, performance and demographics

All links to web references outside of the virtual library are always subject to change without prior notice.

Evaluation & Grading

COURSE REQUIREMENTS

1. **Attendance and Participation**
Regular attendance and participation are essential for satisfactory progress in this course.
2. **Completed Assignments**
Each student is responsible for completing all assignments on time.
3. **Team Participation (if applicable)**
Each student is responsible for participating in team assignments and for completing the delegated task. Each team member must honestly evaluate the contributions by all members of their respective teams.

Evaluation Criteria Table

The final grade will be based on the following weighted categories:

Categories	Weights
Participation	10%
Research Assignments	20%
Writing Assignments	25%
Project 1	10%
Project 2	10%
Final Exam	25%
Total	100%

Grade Conversion Table

Final grades will be calculated from the percentages earned in class as follows:

Grade	Percentage	Credit
A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0

Course Outline

Notes

- **Unit 1:** All the concepts will be covered in the class; therefore, the specified readings are merely for your reference.

- **For all units, except unit 1:** It is recommended that you complete the readings before attending the class.
- In addition to general class participation and in-class activities, all discussion questions will be graded under the Participation evaluation category.

Unit #	Activities for the Unit
1: Past, Present, and Future of E-Marketing	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 1, "Convergence," pp. 1–20 • Research Assignment: 1
2: E-Marketing Planning	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 2, "Strategic E-Marketing," pp. 21–42 ○ Chapter 3, "The E-Marketing Plan," pp. 44–60 • Writing Assignment: 1 • Project Introduction
3: Leveraging Technology in The Global E-Marketing Environment	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 4, "Global Markets," pp. 68–98 • Research Assignment: 1
4: Digital Ethics and Legality	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 5, "Ethical and Legal Issues," pp. 99–126 • Writing Assignment: 1
5: From E-Marketing Research to E-Marketing Knowledge	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 6, "Marketing Knowledge," pp. 135–168 • Writing Assignment: 1
6: Consumer Behavioral Impact of E-Marketing Strategy	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 7, "Consumer Behavior," pp. 169–188 • Writing Assignment: 1

Unit #	Activities for the Unit
7: Segmenting and Targeting Strategies based on Consumer Behavior	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 8, “Segmentation and Targeting Strategies,” pp. 189–214 ○ Chapter 9, “Differentiation and Positioning Strategies,” pp. 215–228 • Writing Assignment: 1 • Project Part 1 Submission
8: E-Marketing Differentiation and Positioning based on Consumer Behavior	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 10, “Product,” pp. 240–261 ○ Chapter 11, “Price,” pp. 262–284 • Research Assignment: 1
9: Internet Distribution and E-Marketing Communications	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 12, “The Internet for Distribution,” pp. 285–313 ○ Chapter 13, “E-Marketing Communication,” pp. 314–356 • Research Assignment: 1
10: Using CRM To Establish and Maintain Internet Business Relationships	<ul style="list-style-type: none"> • Content Covered: <ul style="list-style-type: none"> ○ Chapter 14, “Customer Relationship Management,” pp. 357–391 • Research Assignment: 1
11: Project Submission and Final Exam	<ul style="list-style-type: none"> • Project Part 2 Submission • Final Exams