

Subject Description Form

Subject Code	MM3841
Subject Title	Internet Marketing
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This course has the following aims: (1) to develop a general framework to enable the design of Internet marketing programs; (2) to familiarize students with marketing concepts and practice in market place and market space, (3) to examine the impact of the Internet on marketing thinking and practice.
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. design an integrated online-offline marketing programme (BBA Outcomes 6 & 8). b. analyse and appraise the added marketing challenges that associate with the Internet (BBA Outcomes 3 & 5). c. evaluate the impact of the Internet on marketing thinking. <p>Studying this subject will also keep students' logical and critical thinking, and abilities in appreciating global technological development in the information business.</p>
Subject Synopsis/ Indicative Syllabus	<p>A framework for Internet marketing: Marketing and technology; the digital world; networks, definitions and scope of electronic marketing and electronic commerce.</p> <p>Understanding customer relationship management: Customer acquisition, selection, retention and extension; concepts of satisfaction, trust, commitment and loyalty, with emphasis on Web 2.0 features (like social networking websites).</p> <p>Business model development: Identifying opportunity, uncover opportunity nucleus, identify target customers, analyze company's resource base, assess opportunity attractiveness, conduct go/no-go assessment.</p> <p>Marketing Strategy Formulation: Designing the customer experience; formulating strategy for "bricks-and-clicks" and "pixels and paper" companies through Web, mobile, and social media marketing channels.</p> <p>Designing the marketing program: Managing the seven components of the Internet marketing mix: customer relationships, product, pricing, community, communication, distribution, and branding; designing and managing services; 7Cs framework for customer interface.</p> <p>Evaluating the Marketing Program: Comparing the offline hierarchy of effects metrics model and the online purchasing metrics model; integration of metrics, complexities and challenges.</p> <p>Resolving ethical and privacy issues related to marketing on the Internet.</p>
Teaching/Learning Methodology	Current cases and examples from the Internet world will be used as illustration in class as well as for discussion in tutorials. Students will learn to evaluate and develop business models through class assignment. Students are encouraged to make use of online information to learn and to build their knowledge base.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	Continuous Assessment	50%			
Group:					
Case Study	10%		✓	✓	
Marketing Plan	25%	✓			
Individual:					
Essay	15%		✓	✓	
Examination	50%	✓	✓	✓	
Total	100 %				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Study relevant chapters of the recommended textbook and other learning materials (e.g. cases) to develop online marketing skills and understand relevant theories; ▪ Apply marketing skills and theories in a marketing plan to solve problems and/or improve marketing practices in the online environment, and tackle important marketing plan components such as web metrics and cultural Internet issues; ▪ Appreciate that there are various online marketing strategies and how they contribute to success of online marketing for selling goods, developing and cultivating a brand, and protecting it in the Internet community; ▪ Understand specific features of the Internet and how it can be applied in online marketing (e.g. search engine optimization, affiliate marketing, and social media). <p>Feedbacks and comments will be provided to students after presentation of their viewpoints and submission of their assignments.</p>					
Student Study Effort Expected	Class contact:				
	▪ Lectures		26 Hrs.		
	▪ Seminars		13 Hrs.		
	Other student study effort:				
	▪ Continuous assessment		42 Hrs.		
	▪ Preparation for the final examination		42 Hrs.		
	Total student study effort		123 Hrs.		

Reading List and References	<p><i>Recommended Textbook</i></p> <p>Strauss, J. and Frost, R. (2013). <i>E-Marketing</i> (7th ed.). Prentice Hall.</p> <p><i>References</i></p> <p>Kotler, P., Kartajaya, H. and Setiawan, I. (2016). <i>Marketing 4.0: Moving from Traditional to Digital</i>. John Wiley & Sons.</p> <p>Kingsnorth, S. (2016). <i>Digital Marketing Strategy: An Integrated Approach to Online Marketing</i>. Kogan Page.</p> <p>Chaffey, D. and Ellis-Chadwick, F. (2016). <i>Digital Marketing</i> (6th ed.). Pearson.</p>
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