



Business Administration

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| Course Number: | BUAD 333 |
| Course Title: | INTERNET MARKETING |
| Credits: | 3 |
| Calendar Description: | This course will provide a framework for understanding the forces driving the Internet revolution in marketing and business. From this foundation students will see how many new tools, challenges, and techniques fit with current marketing approaches. The course will also survey how the Internet has produced organizational challenges such as distribution conflict, legal issues, and new skill requirements in marketing. |
| Semester and Year: | Fall 2016 |
| Prerequisite(s): | BUAD 116,128, and minimum third-year standing |
| Corequisite(s): | No |
| Prerequisite to: | No |
| Final Exam: | Yes |
| Hours per week: | 3 |
| Graduation Requirement: | BBA, Marketing Specialty – Elective |
| Substitutable Courses: | No |
| Transfer Credit: | |
| Special Notes: | |
| Originally Developed: | September 2003 |
| EDCO Approval: | |
| Chair's Approval: | |

Professors

| Name | Phone | Office | Email |
|---|-----------------------|---------------|--|
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Learning Outcomes

Upon completion of this course students will be able to

- explain the strategic and operational importance of the Internet for information-based marketing programs.
- analyze current literature and issues relevant to Internet marketing.
- describe the marketing and technological infrastructure required to support Internet marketing activities.
- identify relevant research and analytical tools used in evaluating Internet marketing.
- apply frameworks to undertake a strategic audit.
- prepare an Internet marketing plan for a business.
- investigate global external environmental impacts on the Internet marketing industry.

Course Objectives

This course will cover the following content:

*See weekly Course Schedule.

Evaluation Procedure

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| Term Project | 25% |
| Assignments and Class Participation | 15% |
| Mid-term Exam | 30% |
| Final Exam | 30% |
| Total | 100% |

Notes

The exams in this class are Internet-based (via Moodle). In the event of Internet or computer system failure, make-up exams may be scheduled, or the professor may proportionately re-allocate the related marks to the other categories.

Lectures will typically be on the first class session (or first part of class) of the week, and lab (practical) sessions will be on the second class session (or second part of class). Assignments and updates will be given in class.

Required Texts/Resources

Optional (Recommended): E-Marketing, Judy Strauss, Raymond Frost, 7th ed., Pearson, 2014

Mimic simulation software. Access to this software must be purchased during the semester.

Text may be available online as an eText for lower cost at: <https://www.vitalsource.com/>

Access to Internet and Office Productivity Software Applications (e.g. Microsoft Office)

Course Schedule (*Subject to Change*)*

| Date | | Topic | Textbook |
|----------|--------|--|------------------------|
| Week of: | | Tue. Sep. 6 - College-wide orientation day Wed. Sep. 7 - Classes begin Mon. Oct. 10 - Thanksgiving Day (no classes) Fri. Nov. 11 - Remembrance Day (no classes) Tues. Dec. 6 - Last day of regularly-scheduled classes Fri. Dec. 9 to Tue. Dec.20 - Final exam period | |
| Sep | 4 | E-Marketing in Context: Past, Present and Future No Lab | Ch 1 |
| | 11 | E-Marketing in Context: Strategic E-Marketing & Performance Metrics E-Marketing in Context: The E-Marketing Plan E-Marketing Strategy: Marketing Research Website Comparison Lab | Ch 2 Ch 3 Ch 6 |
| | 18 | E-Marketing Environment: Global Markets Global Markets Lab | Ch 4 |
| | | E-Marketing Environment: Ethical and Legal Issues E-Marketing Strategy: Consumers Online (on Mid-term) | Ch 5 Ch 7 |
| | 25 | Mid-term Exam | |
| Oct | 2 | E-Marketing Strategy: Segmentation, Targeting Differentiation, Positioning Strategies Segmentation Assignment Differentiation and Positioning Lab | Ch 8 |
| | 9 | E-Marketing Management: Product E-Marketing Management: Price E-Marketing Management: Distribution | Ch 9 Ch 10 Ch 11 |
| | 16 | E-Marketing Management: Owned, Paid and Earned Media | Ch 12-14 |
| | 23 | E-Marketing Management: Owned, Paid and Earned Media (Part 2) Social Media Lab | |
| | 30 | Paid Media Competition (Lab) | Mimic Software |
| Nov | 6 | E-Marketing Management: Customer Relationship Mgmt. | Ch 15 |
| | 13 | Term Project | |
| | 20 | Term Project Presentations | |
| | 27 | Final Exam Review | |
| Dec | 9 - 20 | Final Exam Period | |

* Please see Moodle for assignment due dates and other scheduled activities.

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.