



UNIT OUTLINE

e-Marketing

UNIT CODE & TITLE	JM503 e-Marketing
AUTHOR	Michael Volkov
SCHOOL	School of Business
COURSE	Bachelor of Business Bachelor of Management
PREREQUISITE(S)	JM501 Marketing
COREQUISITE(S)	Nil
DURATION	One semester
CREDIT POINTS	15

OBJECTIVES

This unit explores the important concepts of e-marketing, which will be considered within the framework of the marketing function and its influence on total business function. The objectives of this unit can be categorised under three broad headings as follows:

Knowledge

- To develop an understanding of the electronic marketing environment.
- To develop an understanding of the Internet and World Wide Web.
- To develop an understanding of the strategic issues involved in developing an electronic marketing mix.

Skills

- To develop practical research skills through an Internet research project.
- To develop analytical skills through the interpretation of data and information to solve Internet marketing problems.

Values and Attitudes

- To appreciate the importance of e-marketing strategies to organisations.
- To seek to learn and understand more completely the factors associated with marketing decision-making.
- To draw on scholarly research, as well as current business practice, to examine, analyse and evaluate marketing issues in this media environment.
- To value the ability to critically evaluate information.
- To develop a love of learning.

CONTENT

The unit will consist of four broad topics:

1. Concepts and terminology.
2. Marketing fundamentals in the interactive age.
3. Strategic marketing applications for the Internet.
4. Legal and regulatory issues.

LEARNING TASKS AND ASSESSMENT

Learning Task	Assessment	Weighting
e-Marketing experiential tasks involving research, analysis and student-paced reading.	e-Marketing Project, involving: <ul style="list-style-type: none">• Written/Oral Group Report• Individual Preparation and/or• Formal Peer Evaluation	40%
Review and reflection on unit material	Mid-Semester test	20%
Analyse and evaluate e-Marketing problems and recommend a solution.	End-of-semester examination	40%

METHODOLOGY

This unit will involve lectures, interactive tutorials, workshops and a significant block of private study

REFERENCES

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- Emerick, D., Round, K. and Joyce, S., 2000, *Web Marketing and Project Management*, Prentice Hall, New Jersey.

- Forder, J. and Quirk, P., 2001, *Electronic Commerce and the Law*, John Wiley & Sons, Milton.
- Forrest, E., 1999, *Internet Marketing Research*, McGraw-Hill, Sydney.
- Hanson, W., 2000, *Principles of Internet Marketing*, South-Western College Publishing, Cincinnati.
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- Lehmann, D. R. and Winer, R. S., 2002, *Analysis for Marketing Planning*, McGraw-Hill/Irwin, New York.
- Rayport, J. F. and Jaworski, B. J., 2002, *Cases in e-Commerce*, McGraw-Hill/Irwin/marketspaceU, New York.
- Reedy, J., Schullo, S. and Zimmerman, K., 2000, *Electronic Marketing*, The Dryden Press, Fort Worth.
- Richardson, P., 2001, *Internet Marketing: Readings and Online Resources*, McGraw-Hill, Boston.
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