

**City University of Hong Kong**

**Information on a Course  
offered by Department of Marketing  
with effect from Semester A in 2012 / 2013**

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**Part I**

**Course Title:** \_\_\_\_\_ Electronic Marketing \_\_\_\_\_

**Course Code:** \_\_\_\_\_ MKT5644 \_\_\_\_\_

**Course Duration:** \_\_\_\_\_ Intensive Teaching Mode / 1 Semester \_\_\_\_\_

**Credit Units:** \_\_\_\_\_ 3 \_\_\_\_\_

**Level:** \_\_\_\_\_ P5 \_\_\_\_\_

**Medium of Instruction:** \_\_\_\_\_ English \_\_\_\_\_

**Prerequisites:** \_\_\_\_\_ NIL \_\_\_\_\_

**Precursors:** \_\_\_\_\_ NIL \_\_\_\_\_

**Equivalent Courses:** \_\_\_\_\_ NIL \_\_\_\_\_

**Exclusive Courses:** \_\_\_\_\_ NIL \_\_\_\_\_

## Part II

### Course Aims

This course aims to provide students with advanced knowledge of the fundamental and critical impacts of Internet and how it changes traditional marketing. Prevailing techniques in understanding e-marketing opportunities, challenges, and strategies and design of e-marketing plan will be included

### Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	<u>Understand</u> the background, current and future potential of e-marketing, e-business models, e-marketing process, and different types of e-marketing strategies, contemporary strategic e-marketing issues in China (DEC-related Attitude)	2
2.	<u>Analyze</u> the e-marketing environment and opportunity, online consumer behaviours, information collected from Internet sources, unique aspects of e-marketing development and opportunity in China. (DEC-related Ability)	3
3.	<u>Explain</u> the critical impact of Internet and how it changes the traditional marketing in the aspects of segmentation, targeting, differentiation, positioning, product, price, distribution, integrated marketing communication and customer relationship management. (DEC-related Ability)	2
4.	Apply the concepts and strategies covered in the course to <u>make e-marketing management decisions and design e-marketing plan</u> for a real company in China. (DEC-related Accomplishment)	3
5.	<u>Collaborate</u> with other classmates productively in the group work; communicate and present information effectively. (DEC-related Ability)	1

(1: Least important CILO; 2: More important CILO; 3: Most important CILO)

## **Teaching and Learning Activities (TLAs)**

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

### TLA1: Lectures

Various concepts and illustrations of e-marketing will be explained through lectures. Case studies and videos will be shown to the students to stimulate class discussion.

### TLA2: Individual Task

Activities are designed to stimulate students' learning motivation and application on the concepts covered in class. Quizzes and exercises will be given to the students. Discussion questions relevant to lecture topics will be asked to encourage ideas sharing. Students will be required to report their observations and analysis on emerging e-marketing phenomenon that are relevant to the lecture topics in the form of short oral presentations in each class. Audience can ask questions with regard to the phenomenon that the presenter describes and analyzes.

### TLA3: Group Case Analysis

Cases on e-marketing practises in different industries are designed to facilitate students to understand the e-marketing theories and e-business models and the application in indifferent industries. Students form into small groups to analyse the cases and make a group case presentation one selected case.

### TLA4: Group Project

Students are required to work within a group to design an e-marketing plan for a real company, write a report for the project, and present the project findings in the form of oral presentation in the class.

<b>CILO No</b>	<b>TLA1: Lecture</b>	<b>TLA2: Individual Task</b>	<b>TLA3: Group Case Analysis</b>	<b>TLA4: Group Project</b>
CILO 1	2	1	1	1
CILO 2	1	2	2	2
CILO 3	2	1	2	1
CILO 4	1	2	2	2
CILO 5	-	1	2	2

(1: Minor focus on the ILO; 2: Main focus on the ILO)

## **Assessment Tasks/Activities**

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

### AT1: Individual Task (40%)

Students' will be assessed based on their individual performance in the activities including

quizzes, exercises, group discussions, online discussion forum participation, and short presentation. Topics include major concepts, techniques and their application in real life e-business situations.

AT2: Group Case Analysis (20%)

In the group case analysis, students are required to form groups and analyse assigned case. Students are required to apply the learnt e-marketing theories and e-business models to evaluate the performance of the companies listed in the cases. Each group is required to make a presentation on one case study.

AT3: Group Project (40%)

In the group project, students are required to develop an e-marketing plan for a real company. The project consists of a written report and an oral presentation. Performance will be evaluated according to their capability to integrate e-business models and e-marketing strategies into business situations and develop appropriate plans for the selected company. Peer evaluation will be conducted.

<b>CILO No</b>	<b>AT1: Individual Task (40%)</b>	<b>AT2: Group Case Analysis (20%)</b>	<b>AT3: Group Project (40%)</b>
CILO 1	2	1	1
CILO 2	2	2	2
CILO 3	2	2	1
CILO 4	2	2	2
CILO 5	1	2	2

(1: Minor focus on the ILO. 2: Main focus on the ILO)

**Regulation of the course**

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

## Grading of Student Achievement:

### *Grading Criteria of Assessment Task 1: Individual Task*

<b>Excellent</b> A+    A    A-	<b>Good</b> B+    B    B-	<b>Adequate</b> C+    C    C-	<b>Marginal</b> D
1. Show excellent grasp of the topics covered in the lectures.  2. Demonstrate superior capacity for analyse and synthesize the e-marketing concepts and strategies in real-life situations.  3. Actively reflect and share ideas and provide insightful comments.  4. In the short presentation, share unique observations, creatively integrate the relevant lecture topic in the presentation, and provide creative recommendations for the project Web site.	1. Show good grasp of the topics covered in the lectures.  2. Demonstrate strong capacity for analyse and synthesize the e-marketing concepts and strategies in real-life situations.  3. Thinks sometimes and ask questions.  4. In the short presentation, share good observations, reasonably relate them to the relevant lecture topic in the presentation, and provide good recommendations for the project Web site.	1. Show acceptable grasp of the topics covered in the lectures.  2. Demonstrate some capacity for analyse and synthesize the e-marketing concepts and strategies in real-life situations.  3. Thinks only when asked questions.  4. In the short presentation, share common observations, review the relevant lecture topic in the presentation, and provide common recommendations for the project Web site.	1. Show marginal grasp of the topics covered in the lectures.  2. Demonstrate weak capacity for analyse and synthesize the e-marketing concepts and strategies in real-life situations.  3. Just listen to the lecture, and not involved in in-class discussions.  4. In the short presentation, roughly describe different functions in a Web site, barely relate them to the lecture topic, does not provide recommendations for the project Web site.

**Grading Criteria of Assessment Task 2: Group Case Analysis**

<b>Excellent</b> <b>A+ A A-</b>	<b>Good</b> <b>B+ B B-</b>	<b>Adequate</b> <b>C+ C C-</b>	<b>Marginal</b> <b>D</b>
<p>1. Present and communicate e-marketing problems and solutions effectively and excellently in oral and electronic format.</p> <p>2. Show excellent command of analyzing the e-marketing related issues.</p> <p>3. Provide excellent comments and recommendations to the company in the selected case.</p> <p>4. Provide quality answers to questions raised in the presentation Q &amp; A session.</p>	<p>1. Present and communicate e-marketing problems and solutions effectively in oral and electronic format.</p> <p>2. Show good command of analyzing the e-marketing related issues.</p> <p>3. Provide good comments and recommendations to the company in the selected case.</p> <p>4. Provide good answers to questions raised during the presentation Q &amp; A session.</p>	<p>1. Present and communicate e-marketing problems and solutions acceptably in oral and electronic format (with some areas need improvement).</p> <p>2. Show acceptable command of analyzing the e-marketing related issues.</p> <p>3. Provide acceptable comments and recommendations to the company in the selected case.</p> <p>4. Provide acceptable answers to questions raised during the presentation Q &amp; A session.</p>	<p>1. Marginally present and communicate e-marketing problems and solutions in oral and electronic format (with major areas need improvement).</p> <p>2. Show marginal command of analyzing the e-marketing related issues.</p> <p>3. Provide marginal comments and recommendations to the company in the selected case.</p> <p>4. Provide fair answers to questions raised during the presentation Q &amp; A session.</p>

**Grading Criteria of Assessment Task 3: Group Project**

<b>Excellent</b> <b>A+ A A-</b>	<b>Good</b> <b>B+ B B-</b>	<b>Adequate</b> <b>C+ C C-</b>	<b>Marginal</b> <b>D</b>
<p>1. Demonstrate extensive knowledge about most aspects of e-marketing.</p> <p>2. Show superior ability to identify e-marketing opportunities by critical examining the advantage and disadvantage of the project company when compare it with the potential competitors in the industry.</p> <p>3. Carefully select appropriate e-business models, and creatively combine different e-marketing strategies.</p> <p>4. Provide effective and creative solutions for project company.</p> <p>5. Have excellent language and organization skills to present the project findings in both written report and oral presentation.</p> <p>6. Collaborate with other group members, and make significant contribution to the group project.</p>	<p>1. Demonstrate rich knowledge of the major aspects of e-marketing.</p> <p>2. Show strong ability to identify e-marketing opportunities by reasonable comparisons between the project company and other companies in the industry</p> <p>3. Adapt competitors' e-business models and e-marketing strategies.</p> <p>4. Provide feasible solutions for project company.</p> <p>5. Have excellent language and organization skills to present the project findings in both written report and oral presentation.</p> <p>6. Interact with other group members and make a lot contribution to the group project.</p>	<p>1. Demonstrate adequate knowledge of the major aspects of e-marketing.</p> <p>2. Show good ability to identify e-marketing opportunities by describing project company in the industry.</p> <p>3. Select some e-business models and e-marketing strategies described in the textbook.</p> <p>4. Provide acceptable solutions for project company.</p> <p>5. Have adequate language and organization skills to present the project findings in both written report and oral presentation.</p> <p>6. Seldom interact with other group members and make some contribution to the group project</p>	<p>1. Demonstrate marginal knowledge of some aspects of e-marketing.</p> <p>2. Show limited ability to identify e-marketing opportunities, do not consider the advantages and disadvantages of the project company in the industry.</p> <p>3. Unreflectively select irrelevant or inappropriate e-business models and e-marketing strategies described in the textbook.</p> <p>4. Provide weak solutions for project company.</p> <p>5. Have poor language and organization skills to present the project findings in both written report and oral presentation.</p> <p>6. Seldom interact with other group members and make little contribution to the group project.</p>

## **Part III**

### **Keyword Syllabus**

Introduction to e-marketing. E-marketing planning. E-marketing environment. Accumulation of online marketing knowledge. Online consumer behavior. E-marketing strategies.

### **Recommended Reading**

#### **Text(s)**

#### Key Textbook

Strauss, Judy, and Raymond Frost (2012), *e-Marketing*, 6<sup>th</sup> edition. N.J.: Pearson Prentice Hall

#### Other Reference Books

Chaffey, Dave, Fiona Ellis-Chadwick, Richard Mayer, and Kevin Johnston (2009) *Internet Marketing: Strategy, Implementation and Practice*, 4<sup>th</sup> edition, Pearson Prentice Hall.

Chaffey, Dave (2008), *E-Business and E-Commerce Management*, 3<sup>rd</sup> edition, Pearson Prentice Hall.

Jelassi, Tawfik and Albrecht Enders (2008), *Strategies for E-Business: Creating Value through Electronic and Mobile Commerce*, 2<sup>nd</sup> edition, Prentice Hall.

Laudon, Kenneth C. and Carol Guercio Traver (2012), *E-commerce: Business, Technology, Society*, 8<sup>th</sup> edition, Pearson Prentice Hall.

Shah, Rawn (2010), *Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs*. Upper Saddle River, N.J.: Wharton School Publishing.

Tasner, Michael Scott (2010), *Marketing in the Moment: The Practical Guide to Using Web 3.0 Marketing to Reach Your Customers*, Upper Saddle River, N.J. : FT Press.

### **Online Resources:**

NIL.