

City University of Hong Kong

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

Part I

Course Title: e-Marketing and Customer Relationship Management

Course Code: FB5632

Course Duration: 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

The aim of this course is to provide students with the knowledge of marketing opportunities and imperatives created by the Digital Marketing Age. The course also provides a practical overview of modern digital customer relationship marketing.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Discuss environmental issues of e-marketing. (DEC-related Attitude)	1
2.	Analyse consumer behaviour in the digital world (DEC-related Ability)	1

3	Develop and implement e-marketing strategies (DEC-related Accomplishment)	3
4	Identify the impact of information technology on the management of customer relationship (DEC-related Attitude)	2

(1: Least important CILO; 2: More important; CILO3: 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.

TLA2: In-class Activities

Various activities are designed to stimulate students' application on the concepts covered in class. Discussion questions relevant to lecture topics will be asked to encourage ideas sharing.

TLA3: Group Project

Students are required to work within a group (4 to 5 students) on the relevant topics as assigned by the lecturer.

CILO No	TLA1: Lectures	TLA2: In-class Activities	TLA3: Group Project
CILO 1	1	1	1
CILO 2	1	1	1
CILO 3	2	2	2
CILO 4	2	1	1

(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 Participation and Class Discussion (20%)

Students' contribution, as measured by its quality and frequency, will significantly influence the class participation grade. In the spirit of online communications, students' class discussions, postings in the course discussion board in the Blackboard course site also count towards earning participation points.

AT2: In-class Exercises, Individual Report and Blog Discussion (30%)

A variety of in-class exercises and blog discussion will be used to stimulate creative thinking and facilitate applications of key concepts to the real world. These may include but not limited to: small-group exercises, mini-cases, role-playing games, short presentations, etc.

The individual report is to assess students' competence level to apply the theories and concepts covered in the e-channels development.

AT3: Group Research Project (25%)

Students in small groups (2-3 students) need to conduct a thorough research on relevant topics. The group will then write up a research report on the chosen topic and present findings in class. The presentation will be 15-20 minute long followed by a Q&A session. The power-point materials for the oral presentation should be distributed to the class prior to the presentation.

Point Allocations:

- 1) Written Report: 15%
- 2) Presentation: 10%

AT4: Group Consulting Project (25%)

Each student will work within a group of 4-5 students to design an **Internet marketing** strategy & plan for a **real company** (preferably a **local company**).

The major goal of the project is to synthesize concepts and tools learned from this course to the marketing of a real business online. Students will go through the process from information gathering, opportunity analysis, business model evaluation, to the designing of online marketing programs.

Point Allocations:

- 1) Written Report: 15%
- 2) Presentation: 10%

CILO No	AT1: Individual Participation and Class Discussion (20%)	AT2: In-class Exercises, Individual Report & Blog Discussion (30%)	AT3: Group Research Project (25%)	AT4: Group Consulting Project (25%)
CILO 1	1	1	1	1
CILO 2	1	1	1	1
CILO 3	2	2	2	2
CILO 4	1	1	2	2

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

Grading of Student Achievement:

Grading Criteria of Assessment Task 1: Class Participation

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<ol style="list-style-type: none"> Strong evidence of showing familiarity with key concepts and definitions. Clearly and correctly state most critical points and make important contributions of the assigned questions or problems. High participation and excellent presentation skills. 	<ol style="list-style-type: none"> Good evidence of showing familiarity with key concepts and definitions. Fairly clearly and mostly correctly state critical points and make important contributions of the assigned questions or problems. Active participation and fine presentation skills. 	<ol style="list-style-type: none"> Sufficient evidence of showing familiarity with key concepts and definitions. Fairly clearly and mostly correctly state critical points and make certain contributions of the assigned questions or problems. Sufficient participation and presentation skills. 	<ol style="list-style-type: none"> Some evidence of showing familiarity with key concepts and definitions. Somewhat clearly and correctly state critical points and make some contributions of the assigned questions or problems. Some participation and presentation skills.

Grading Criteria of Assessment Task 2: In-class Exercises

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
<ol style="list-style-type: none"> Show excellent command of the concepts and theories covered in the lectures. Exhibit superior capacity for applying the consumer behaviour principles in real-life situations. Particularly enthusiastic at voicing out ideas and giving insightful comments. 	<ol style="list-style-type: none"> Show good command of the concepts and theories covered in the lectures. Exhibit strong ability to apply the consumer behaviour principles in real-life situations. Keen to answer questions and give constructive ideas. 	<ol style="list-style-type: none"> Show acceptable command of the concepts and theories covered in the lectures. Exhibit adequate capacity for applying the consumer behaviour principles in real-life situations. Answer questions when prompted. 	<ol style="list-style-type: none"> Show marginal command of concepts and theories covered in the lectures. Exhibit marginal capacity for applying the consumer behaviour principles in real-life situations. Passive in in-class discussions.

Grading Criteria of Assessment Task 3: Group Research Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Present and communicate information effectively and excellently in oral and electronic format.	1. Present and communicate information effectively in oral and electronic format.	1. Present and communicate information acceptably effectively in oral and electronic format.	1. Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).
2. Show excellent coverage of contents and demonstrate excellent time management skills.	2. Show good coverage of materials and contents and demonstrate good time management skills.	2. Show fair coverage of materials and contents and demonstrate good time management skills.	2. Marginal coverage of materials and contents and poor time management skills.
3. Provide quality answers to questions raised in the presentation Q&A session.	3. Provide good answers to questions raised during the presentation Q&A session.	3. Provide acceptable answers to questions raised during the presentation Q&A session.	3. Provide fair answers to questions raised during the presentation Q&A session.

Grading Criteria of Assessment Task 4: Group Consulting Project

Excellent A+ A A-	Good B+ B B-	Adequate C+ C C-	Marginal D
1. Present and communicate information effectively and excellently in oral and electronic format.	1. Present and communicate information effectively in oral and electronic format.	1. Present and communicate information acceptably effectively in oral and electronic format.	1. Marginally present and communicate marketing information in oral and electronic format (with major areas need improvement).
2. Show excellent coverage of contents and demonstrate excellent time management skills.	2. Show good coverage of materials and contents and demonstrate good time management skills.	2. Show fair coverage of materials and contents and demonstrate good time management skills.	2. Marginal coverage of materials and contents and poor time management skills.
3. Provide quality answers to questions raised in the presentation Q&A session.	3. Provide good answers to questions raised during the presentation Q&A session.	3. Provide acceptable answers to questions raised during the presentation Q&A session.	3. Provide fair answers to questions raised during the presentation Q&A session.

Part III

Keyword Syllabus

Online Consumer Behaviour; blogging; QQ and MSN users; online dating; strategic e-marketing; online social networking; online survey; online consumer review sites; segmentation, positioning, targeting; virtual worlds for teenagers; product, price; online product customization site; personal mobile devices innovations; distribution; communication; ethical and legal issues & global markets.

Recommended Reading

Text(s)

E-Marketing (4th Edition), 2006

Judy Strauss

Adel El-Ansary

Raymond Frost

Prentice-Hall

Online Resources

Nil.