

**MAR 6938: Digital Marketing Management
Spring 2003
Course Syllabus**

College of Business Administration
University of Central Florida

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Course Overview

The revolutionary technology in computing and communication is reshaping the field of marketing in many ways. The Internet is a good example of companies taking on a new medium for their marketing activities. Internet is not only a place to make sales, but also a place to communicate with customers or draw customers to attend to the company's products or services. Internet is not the only technological breakthrough marketing managers use these days. Digital catalogs on CD-ROMs are replacing print catalogs and multimedia presentations with audio and video are used to impress clients. We call all these new marketing activities 'e-marketing' or 'digital marketing.'

One of the unique attributes of this course is the marketing focus. Most of the other 'e-commerce' courses focus on the technology side of the picture by spending substantial amount of time on available technology and home page development. This course will not include any HTML instructions or fancy technology introductions. Instead, this course will be based on the conventional marketing management framework as in many marketing textbooks and will try to address the unique features of digital marketing in each piece of the marketing puzzle. For example, the course design will be similar to a conventional marketing management class. For each section, we will discuss the strategic concerns in digital marketing in contrast to conventional marketing activities. How should pricing be different on the WWW? How should the distribution channel be different if CD-ROM catalogs are used? These are a few among the many issues that will be discussed throughout the course.

In sum, this course is designed to target future marketing managers who will have to utilize high technology to make the whole marketing strategy work. We look at the picture from marketing's perspective instead of information system's perspective. We assume that information systems department does the actual development and implementation, and marketing managers' job is to formulate the optimal marketing strategy while utilizing new technology.

Course Objective

1. Review the key **concepts** and **theories** of marketing management.
2. Identify the **similarities** and **differences** of conventional marketing and e-marketing activities.
3. Develop the ability to formulate e-marketing **applications** based on the similarities and differences (objective 2) and further develop viable marketing strategies.
4. Develop the necessary **skills** to execute the applications identified in objective 3. We emphasize the capability to talk to information systems people on implementation issues.

You Will Learn from The Course,

1. 4 P's of e-marketing
 - Product, Price, Promotion, Place (Distribution)
2. 4 C's of e-marketing
 - Company, Consumer, Competition, Climate (Environment)

Course Materials

Textbook : **E-Marketing, 3rd ed.**
By Judy Strauss, Adel El-Ansary, and Raymond Frost
Prentice Hall, 2003
ISBN. 0-13-049757-6

e-business.marketing
By Terri C. Albert and William B. Sanders
Prentice Hall, 2003
ISBN. 0-13-035291-8

Course Reader : Available at the bookstore (find it at MAR3880 section)

The lectures do not necessarily cover the content of the textbook. The class time will be spent mostly on the recent developments in e-marketing. It is also strongly recommended to have a basic intro level marketing management textbook with you throughout the course. Since most of the class time is devoted to comparing conventional marketing and e-marketing, it is extremely important to refresh your memory on conventional marketing principles before every class. The second textbook (Albert and Sanders) is a casebook, which we will discuss in the class.

Course web site : <http://www.bus.ucf.edu/ywhang/mar6938/> (updated regularly throughout the semester)

Please visit the course web site regularly for course information, lecture slides, assignments, supplementary readings, grades, and announcements. The course web site will be heavily used throughout the course, and some assignments are submitted through the web as well. Please remember that it is your responsibility to make sure you get all the information posted on the course web site.

Course Requirements

This is a course you should take after taking an introductory marketing course (MAR 5055 & MAR 6816). It is assumed that you already possess the basic knowledge of marketing. Instead of reiterating the content that is covered in the introductory course, we will focus on the extension of the basic marketing principles into the context of e-marketing. There are considerable materials to be covered. There are two exams (midterm and final), one group term project, four case analyses, and five short assignments throughout the semester. This is not a course in which you can do all the assignments and projects in a couple of days before the due dates. Please plan ahead and allocate your time to maximize the learning experience.

1. Attendance

Your presence in class is essential to your ability to understand and apply the material covered in this course. Treat this class as you would any other professional obligation. By accepting a job you are making

an implicit commitment to attend work regularly. By registering for this class you make a similar commitment. Also, try to avoid being consistently late for class. This tends to be quite distracting and disruptive for the rest of the students. If you are late, please wait until the break or the end of the class to collect any handouts or returned assignments.

Absence from class does not exempt you from being responsible for all the material covered in class and being aware of any announcements made in class. If you miss class it is your responsibility to obtain the lecture or discussion notes and handouts, if any, from your classmates.

2. *Class Participation*

As in your forthcoming career, you are expected to regularly participate in class discussions, which will be led by the instructor. Class participation is graded and the following guidelines will help you be an effective participant.

- (1) Make sure to read the assigned readings, and think about them in depth before coming to class.
- (2) Provide inspiration by,
 - applying conceptual materials from the book chapters, lectures, and past marketing classes to the issue being discussed,
 - applying external business world knowledge to the issue being discussed,
 - integrating comments of previous students
 - reaching back to something said previously in the discussion that is pertinent at the present moment,
 - taking issue with classmate's analysis (civilly!),
 - pulling together material from several places in the text and readings,
 - drawing parallels from previous lectures and chapters read earlier,
 - tying in briefly an experience you have had that is relevant to the discussion
 - by generally demonstrating that you have read and given careful thought to the readings for the day.
- (3) While implementing the above guidelines, always try to be logical and structured.
- (4) Finally, I will cold-call students to assess the level of preparation and involvement. So, please be prepared to participate in every class.

Please note that class participation also takes into account student activities that disrupt and/or hamper good class discussions. These include engaging in private conversations with fellow students, making discourteous remarks about other students, reading outside materials during class, and arriving late for class. Engaging in these kinds of activities will greatly lower one's class participation grade, regardless of how valuable a student's contributions are.

3. *Exams*

Exams will assess knowledge of key concepts and the ability to apply these concepts to marketing problems. There will be two in-class exams with multiple-choice and essay questions (check the schedule for exam dates). The final exam will be a comprehensive exam covering all the materials including the lectures, guest lectures, and class discussions throughout the whole semester. All exams are **closed-book and open-notes**. Consistent with University Policy, no make-up exams will be offered except for documented medical emergencies. In such case the instructor reserves the right to change the content and format of the make-up exam.

4. *Short Assignments*

There are **8 short assignments**, which will be announced a week before its due date. The assignments are closely tied to the lectures of the due dates. You can **select any five of them to receive full credit**. If you

do more than 5, you will receive extra credit. The short assignments will be graded with 3 levels. An excellent paper earns full 10 points, and good and average papers earn 8 and 6 points, respectively. All short assignments should be submitted **electronically on the course web site**. When each short assignment is announced, you will be able to find a link to the short assignment on the course web site. Follow the link and use the form to type and turn in your short assignment. Please remember that typing your draft on the web is not a good idea due to the instability of the web. It is strongly recommended to type up your short assignment offline (e.g., MS Word) and copy/paste the content to the web form when you are done.

5. Case Analysis

There are seven cases in the book and we will analyze six of them in the class. Students are asked to submit a **one-page** analysis (single-spaced) for **four out of six cases** by the beginning of the class when the case is scheduled to be discussed. Each case analysis is worth 15 points, and if you turn in your analysis for all six, you receive 10 extra points. The submission will be done electronically through the course web site. The course web site will provide specific questions for you to think about before each case analysis is due.

6. Group Project

Students are asked to form **a group of 5** to conduct a semester long group project. Students will be asked to evaluate their group members for their contribution to the project at the end of the semester. The grades will be equally distributed among the group members unless there is a dispute regarding the amount of individual contributions. Further details of the group project can be found on the course web site.

Grading

1. Case Analysis		60 points+
Each	15 points	
Extra	10 points	
2. Short Assignments		50 points+
Each	10 points	
Extra	5 points	
3. Exams		240 points
Midterm	60 points	
Final	180 points	
4. Group Project		150 points
Paper	100 points	
Presentation	50 points	

Grand Total		500 points

Grade Distribution

450 – 474	A
435 – 449	A-
415 – 434	B+
400 – 414	B
385 – 399	B-
365 – 384	C+
350 – 364	C
335 – 349	C-
315 – 334	D+
300 – 314	D
– 299	F

Academic Integrity

Plagiarism, communicating with fellow students during an exam and other forms of academic dishonesty will be dealt within a manner consistent with University policy.

Course Schedule

Date	Topic	Tasks
1/8	Course Introduction	<ul style="list-style-type: none"> ▪ Just Show Up!
	E-Marketing Overview I	<ul style="list-style-type: none"> ▪ Visit the course web site and look around!
1/15	E-Marketing Overview II	<ul style="list-style-type: none"> ▪ Read [Willoughby 1 & 2]
	4C-1: Company Analysis	<ul style="list-style-type: none"> ▪ Read Chapters 1 & 2 ▪ Student Information due (web)
1/22	4C-2: Consumer Analysis I	<ul style="list-style-type: none"> ▪ Read Chapter 7 ▪ Short Assignment 1 due (web) ▪ Case 6 (Ch. 10) Analysis due (web)
1/29	4C-2: Consumer Analysis II	<ul style="list-style-type: none"> ▪ Read Chapter 8
	Special Topic: Digital Marketing Research	<ul style="list-style-type: none"> ▪ Read Chapter 6 ▪ Read [Cases 1 & 3] ▪ Term Project group formation due (web)
2/5	4C-3: Competitor Analysis	<ul style="list-style-type: none"> ▪ Case 5 (Ch. 9) Analysis due (web)
	4C-4: Climate (Environment) Analysis	<ul style="list-style-type: none"> ▪ Read Chapters 5 & 15 ▪ Short Assignment 2 due (web) ▪ Case 4 (Ch. 8) Analysis due (web)
2/12	4P-1: Product Strategy	<ul style="list-style-type: none"> ▪ Read Chapters 9 & 10 ▪ Case 3 (Ch. 7) Analysis due (web)
	4P-2: Pricing Strategy I	<ul style="list-style-type: none"> ▪ Read Chapter 11 ▪ Short Assignment 3 due (web)
2/19	4P-2: Pricing Strategy II	<ul style="list-style-type: none"> ▪ Read [Hamilton] ▪ Case 2 (Ch. 6) Analysis due (web)
	Midterm Review	<ul style="list-style-type: none"> ▪ Short Assignment 4 due (web)
2/26	Midterm Exam	
	Midterm Recap and 4P-3: Promotion Strategy I	<ul style="list-style-type: none"> ▪ Read Chapter 13 ▪ Group project interim report due (web)

Date	Topic	Tasks
3/5	4P-3: Promotion Strategy II	<ul style="list-style-type: none"> ▪ Read [Fowler] and [SPC]
	4P-4: Place (Distribution) Strategy I	<ul style="list-style-type: none"> ▪ Read Chapter 12 ▪ Short Assignment 5 due (web)
3/12	4P-4: Place (Distribution) Strategy II	<ul style="list-style-type: none"> ▪ Case 7 (Ch. 11) Analysis due (web)
	Special Topic: Customer Relationship Management	<ul style="list-style-type: none"> ▪ Read Chapter 14 ▪ Short Assignment 6 due (web)
3/19	No Class (Spring Break)	
3/26	Infrastructure: Technology and Knowledge Management	<ul style="list-style-type: none"> ▪ Read Chapter 4
	Putting All Together: E-Marketing Planning	<ul style="list-style-type: none"> ▪ Read Chapter 3 ▪ Read [Case 2] ▪ Short Assignment 7 due (web)
4/2	Special Topic: On-Line Trust and Communities	<ul style="list-style-type: none"> ▪
	Special Topic: Business-to-Business Marketing	<ul style="list-style-type: none"> ▪ Short Assignment 8 due (web)
4/9	Final Exam Review	<ul style="list-style-type: none"> ▪ Group Term Paper due (midnight)
4/16	Group Project Discussion	
	Epilogue: The Philosophy	<ul style="list-style-type: none"> ▪ Group Project Peer Evaluation due
4/23	Final Exam	<ul style="list-style-type: none"> ▪ 7:00pm – 9:50pm

Important Dates

Month	Day	Task
January	15	Student information due.
	29	Term project group formation due.
February	26	Midterm exam
	26	Group project interim report due.
April	9	Group term paper due.
	16	Group project peer evaluation due.
	23	Final Exam (7:00 – 9:50pm)