

**MKTG635: Electronic Marketing
Spring 2007
Course Syllabus**

Department of Marketing
College of Business Administration
Kansas State University

Instructor : Dr. Yun-Oh Whang, Assistant Professor of Marketing
Office : 18E, Calvin Hall
Contact : Phone: 785-532-2879, Email: ywhang@ksu.edu
Course Web : K-State Online
Office Hours : Tuesdays & Thursdays 2:00 – 3:45pm and by appointment.

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, 4th ed.
By Judy Strauss, Adel El-Ansary, and Raymond Frost
Prentice Hall, 2005
ISBN. 0-13-148519-9

Additional materials will be handed out in the class.

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.

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

Course Requirements

This is a course you should take after taking an introductory marketing course (MKTG400). 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, ten article summaries and ten online discussions 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/web discussions, which will be led by the instructor. Class/web 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.

1) **Article Summary**

There are two other components of class participation. One is the article summary assignment. Students are asked to summarize and provide his/her own insights about an interesting article from newspaper, magazine, etc. that is relevant to the materials covered in the class. This article summary submissions and discussions will be administered on K-State Online course page using a message board. Students are encouraged to respond to the postings by other students and discuss/debate about the issue. Each summary will count for 8 points. Instructions for article summary posting on the course web site will be provided in the first class.

2) **Online Discussion**

Another component of class participation is the online discussion on assigned topics. Students are asked to actively participate in the discussion on K-State Online and freely agree/disagree/debate on the issues assigned for the week. The level of contribution to the discussion by each student will be graded with three levels. A student who provides excellent insights with strong supporting evidences will earn 12 points, a good level of contribution 9 points, and the average level of participation 6 points. Please note that the depth of your own thoughts instead of a list of facts is more valuable in this assignment. Use facts only when it is necessary to support your argument/opinion. Instructions for participating in the online discussion on K-State Online will be provided in the first class.

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 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 **open-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. Group Project

Students are asked to form **a group of 4 - 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. Article Summary** **80 points**
10 x 8 points each
 - 2. Online Discussion** **120 points**
10 x 12 points each
 - 3. Exams** **400 points**
Midterm 100 points
Final 300 points
 - 4. Group Projects** **400 points**
Presentation 100 points
Paper 300 points
- **Grand Total 1000 points**

Letter	Point	Score Range
A	4.00	900 – 1000
B	3.00	800 – 899
C	2.00	700 – 799
D	1.00	600 – 699
F	0.00	0 – 599

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

Week	Date	Topic	Task
1	1/11	Course Introduction	☞ Just Show Up!
2	1/16	E-Marketing Overview I	☞ Visit the course web site and look around!
	1/18	E-Marketing Overview II	☞ Student Information due
3	1/23	4C-1: Company Analysis	☞ Read Chapters 1 & 2 ☞ Project group formation announcement
	1/25	4C-2: Consumer Analysis I	☞ Read Chapter 7 ☞ Online Discussion 1 due
4	1/30	4C-2: Consumer Analysis II	☞ Read Chapter 8 ☞ Article Summary 1 due
	2/1	Special Topic: Digital Marketing Research	☞ Read Chapter 6
5	2/6	4C-3: Competitor Analysis	☞ Article Summary 2 due
	2/8	4C-4: Climate (Environment) Analysis	☞ Read Chapters 5 & 15 ☞ Online Discussion 2 due
6	2/13	4P-1: Product Strategy	☞ Read Chapters 9 & 10 ☞ Article Summary 3 due
	2/15	4P-2: Pricing Strategy I	☞ Read Chapter 11 ☞ Online Discussion 3 due
7	2/20	4P-2: Pricing Strategy II	☞ Article Summary 4 due
	2/22	Midterm Review	☞ Online Discussion 4 due
8	2/27	Midterm Exam	☞ In-class
	3/1	4P-3: Promotion Strategy I	☞ Read Chapter 13 ☞ Group project interim report due
9	3/6	4P-3: Promotion Strategy II	☞ Article Summary 5 due

	3/8	4P-4: Place (Distribution) Strategy I	✍ Read Chapter 12 ✍ Online Discussion 5 due
10	3/13	4P-4: Place (Distribution) Strategy II	✍ Article Summary 6 due
	3/15	Special Topic: Customer Relationship Management	✍ Read Chapter 14 ✍ Online Discussion 6 due
11	3/20	No Class!	
	3/22	No Class!	
12	3/27	Infrastructure: Technology and Knowledge Management	✍ Read Chapter 4 ✍ Article Summary 7 due
	3/29	Putting All Together: E-Marketing Planning	✍ Read Chapter 3 ✍ Online Discussion 7 due
13	4/3	Special Topic: Business-to-Business Marketing	✍ Article Summary 8 due
	4/5	Special Topic: Online Community and Trust	✍ Online Discussion 8 due
14	4/10	Final Exam Review	✍ Group Project Paper due
	4/12	Group Project Discussion I	
15	4/17	Group Project Discussion II	✍ Article Summary 9 due
	4/19	Group Project Discussion III	✍ Online Discussion 9 due
16	4/24	Group Project Discussion IV	✍ Group Project Peer Evaluation due ✍ Article Summary 10 due
	4/26	Special Topic: Digital Convergence	✍ Online Discussion 10 due
17	5/1	Current Issues in E-Marketing	
	5/3	Epilogue: The Philosophy	
	5/7 or 5/8	Final Exam	

Final Exam Schedule

Session 1 (3:55 – 5:10pm): 5/7 (Mon), 2:00 – 3:50pm
Session 2 (5:30 – 6:45pm): 5/8 (Tue), 7:00 – 8:50pm