

Commerce 4MH3
ELECTRONIC MARKETING
Fall 2011 Course Outline

Strategic Market Leadership and Health Services
Management Area
Michael G. DeGroot School of Business
McMaster University

COURSE DESCRIPTION

The purpose of this course is to explore the cutting edge marketing strategies in the dynamic e-commerce environment. The course introduces students to a wide range of electronic commerce issues for marketers. This course is taught primarily through the case-method but also include readings, lectures, videos, workshops and assignments. Field projects, which has student teams working with companies, are an important part of this course.

INSTRUCTOR AND CONTACT INFORMATION

Monday 8:30 - 11:20 (KTH B103)

Dr. Ruhai Wu

wuruhai@mcmaster.ca

Professor

Office: DSB 214

Office Hours:

Drop by my office anytime.

Tel: (905) 525-9140 x23048

Ragu Anantharajah

anantr@mcmaster.ca

Teaching Assistant

Office:

Office Hours:

by appointment

Course Website: Avenue to Learn (<http://avenue.mcmaster.ca/>). Please check the course website weekly for announcements and content

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	Ethics:	Yes	Innovation:	Yes
Avenue:	Yes	Verbal skills:	Yes	Numeracy:	Yes	Political:	No
Participation:	Yes	Written skills:	Yes	Team Work:	Yes	Social:	Yes
Evidence-based:	Yes	Experiential:	No	Final Exam:	No	Guest speaker(s):	Yes

LEARNING OUTCOMES

The course will help you to:

- 1) Understand the basic e-marketing concepts and business model;
- 2) Develop basic skills in social media marketing;
- 3) Test your skills in communicating analysis, conclusions, and recommendations.

REQUIRED COURSE MATERIALS AND READINGS

- Custom Courseware available at the bookstore
- Additional Materials: In-class handouts and other readings posted on Avenue to Learn.

EVALUATION

Components and Weights

A.	Class Contribution		20%	
B.	Assignments		15%	
C.	Research Project: Effective Social Media Marketing Strategies			20%
D.	Project: Marketing Plan on E-Marketing Campaign		45%	
	• In-class Presentation	15%		
	• Research Report	30%		
TOTAL:				100%

Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

A. Class Participation and Contribution (20%)

A highly interactive class discussion environment stimulates idea generation, enhances communication skills, improves analytical processes, fosters collaborative networks, tests assumptions, and in general makes learning a fun experience! We value and reward contributions to in-class case analyses and discussions. The participation marks will map to an assessment of the quality of your contributions in class by the T.A./Professor. Participation marks will be posted on Avenue to Learn after each class.

The followings are detail requirements related to class participation:

- Please display your name cards regularly in class. I may “cold call” on you during class sessions.
- I expect you to be punctual. The latest student of each class is response to clean the classroom after that class.
- When you are present in class, cell phones should be turned off unless I am notified prior to class of a possible personal emergency requiring them to be on.
- Reading newspapers or magazines in class, or using your notebook computer is forbidden.
- Come to discuss with me then if your mark is low, or if you are concerned that it might be low. There are ways I can help you to participate more effectively during the semester, but not at the end of the semester.

B. Assignment (15%)

Assignments include questions for case discussions, web searching assignments, etc. Good answers may receive bonus credits. **Pre-discussion assignments (5%)** are questions to help you prepare for the case discussion. You are required to answer those questions before the class. TA will randomly check your answers at the beginning of each class. Those who are found not finish the assignment, or finish it poorly will lose points.

C. Research Project (20%)

Emerging social media channels, such as Facebook, Youtube, Twitter, provide firms new platforms to advertise products and services, manage customer relationships, and promote sales. However, how do implement an effective social media marketing strategy? It is still a question with no clear answer to firms in various industries. The class provides some data set with marketing efforts by 200 firms on social media channels. With the data, you are required to conduct a research on firms' social media marketing strategies and to hand in a research report. You can complete the project independently or cooperate with your classmates. The score of your research project is mainly based on the quality of your research report. Bonus may be given to excellent findings. For a coauthored report, all coauthors get the same score. The number of coauthors will negatively affect your score (the more coauthors, the lower your score).

A research proposal form (last page of this outline) should be handed in by the class on Oct. 3rd.
The final research report (electronic version) should be submitted to Avenue to Learn by the class on Nov. 7th. The research proposal should be no longer than one page. In it, you should identify the members of your research team, the research topic, and briefly describe why you think the topic is interesting. The research report should be 5-10 page long. Please see the attachment for the detail instruction of the research report.

D. Project: Marketing Plan on E-Marketing Campaign (45%)

Two business clients are invited in class to introduce their businesses and their objectives on e-marketing campaigns. Student groups can choose either one to develop a marketing plan for their e-marketing campaigns. There are two group assignments for each group:

1. Marketing plan (30%): Before the class on Dec. 5th, students must submit a marketing plan that is well organised, well written, accurate, and complete in its analysis. Clarity and conciseness are important. First class plans contain: no grammatical errors, no spelling errors and no uncorrected typographical errors. You must submit two spiral bound copies. We will keep one and the second copy is sent to the business.

2. Final Presentation (15%): Dec. 5th (Order of presentations to be decided). 20 minutes for the final presentation (additional five minutes will be kept aside after each presentation for Q & A / discussion or critique).

GROUP WORK (FOR THE PROJECT OF MARKETING PLAN)

Groups will consist of four people (exceptions may be made by Professor given class numbers).

Notice of Intent / Group Sign-up Form

- Please complete the second last page of this outline and hand it in by 3:30pm on Monday, Nov. 7th to Ruhai in DSB 214.

Peer Evaluations

45% of your mark in this course is teamwork. To encourage equal contribution, peer evaluation will be used to assess each member's work. It is recommended to set group ground rules and expectations early in the semester. Groups are also encouraged to have a short feedback session following the completion of each assignment so that individuals are made aware if their input is less than expected by their team.

- A peer evaluation form can be submitted by 3:30 pm on Wednesday Dec. 7th.

The evaluation need only be submitted if the distribution is not equal, and must be signed by all in the presence of the instructor or a confirmation sent by each member using their McMaster email account. (If you fail to do so, the professor will assign your evaluation marks as per his discretion based on information at his disposal.)

The result of this process is a true reflection of each group members' contribution to the project. You will be expected to resolve any residual conflict using the principle of fairness. Some members (i.e., those that contribute the most to the process) may find that their overall grade will go up as a result of the peer evaluation. Others may find that their overall project grade will go down. We highly recommend that this reward system be discussed during the first group meeting.

Past experience with groups has shown that most troubles arise because (a) individuals do not respect the group process, and (b) there is lack of proper communication among group members. The first group meeting should happen in the first week. At the meeting, you might want to:

- Choose a group coordinator who will facilitate the work;
- Set the parameters for group work such as: when the group will meet, attendance at group meetings including punctuality, and preliminary assignment of tasks;
- Make a calendar of all "good" and "bad" times for the group (i.e., when group members have commitments to work, tests, major assignments, social commitments, holidays, etc.).

ACADEMIC DISHONESTY

It is the student's responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:

<http://www.mcmaster.ca/univsec/policy/AcademicIntegrity.pdf>

This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way which results or could result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

<http://www.mcmaster.ca/academicintegrity>

REQUESTING RELIEF FOR MISSED ACADEMIC TERM WORK

1. Students may request relief from a regularly scheduled midterm, test, assignment or other course component in the following two ways:
 - a) **for absences from classes lasting up to five (5) days; or**
 - b) **for absences from classes lasting more than five (5) days.**
 - a) **For absences from classes lasting up to five (5) days**

Students must use the MSAF (McMaster Student Absence Form). This is an on-line, self-reporting tool, for which submission of medical or other types of supporting documentation is normally not required. Students may use this tool to submit a maximum of one (1) request for relief of missed academic work per term. Students must follow up with their course instructors regarding the nature of the relief within two days of submitting the form. Failure to do so may negate the opportunity for relief. It is the prerogative of the instructor of the course to determine the appropriate relief for missed term work in his/her course.
 - b) **For absences from classes lasting more than five (5) days**

Students cannot use the MSAF. They MUST report to the APO to discuss their situation and will be required to provide appropriate supporting documentation.
2. Students who wish to submit more than one request for relief of missed academic work per term cannot use the MSAF. They must report to the APO and discuss their situation with an academic advisor. They will be required to provide supporting documentation and meet with the Director.
3. The MSAF cannot be used during any final examination period.

4. Students who require accommodations to meet a religious obligation or to celebrate an important religious holiday must make their requests in writing within three weeks of the start of term to the APO.
5. Students seeking relief due to: work-related (for part-time students only) commitments; representing the university at an academic or varsity athletic event; and/or conflicts between two (or more) overlapping scheduled midterm exams, have the option of applying for special exam arrangements. Such requests must be made to the APO at least ten (10) working days before the scheduled exam along with acceptable documentation. There will be only one common sitting for the special exam. Instructors cannot themselves allow students to unofficially write make-up exams/tests. Adjudication of the request must be handled by the APO.

STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for examinations on or before the last date for withdrawal from a course without failure (please refer to official university sessional dates). Students must forward a copy of such SAS accommodation to the instructor immediately upon receipt. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

RESEARCH USING HUMAN SUBJECTS

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://www.pre.ethics.gc.ca/english/policystatement/policystatement.cfm>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines: <http://www.mcmaster.ca/ors/ethics>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request. You must continue to respect this confidentiality **even after the course is over**.

Often the constraints of confidentiality may negatively impact the quality of your final project because pertinent information cannot be presented. If a mutually satisfactory compromise cannot be reached with the organization, you may need to look for an alternate project.

A NOTE ON GRADING

The evaluation to determine a grade is based on the quality of the submission. There is a bit of subjectivity in this evaluation as with most evaluations in social sciences. However, our experience indicates that there is a "standard" answer that defines the relevant concepts, makes a logical argument, and uses relevant examples where required. For problem solving, the "standard" answer involves identifying the issues, analyzing the facts and making relevant recommendations. Generally, this type of submission demonstrates basic understanding of course material and deserves a B.

Submissions that demonstrate unique insights and provide a comprehensive understanding of the concepts/issues get rewarded accordingly with a B+, A-, A, A+. In determining the final grades, please keep in mind that submissions are evaluated absolutely and relatively. Reports are evaluated absolutely according to the requirements. Reports are also evaluated relative to one another to form a ranking from the best to the least best.

SUBMISSION DEADLINES

<i>Item</i>	<i>Date</i>	<i>Time</i>	<i>Submit to</i>
Research Proposal Form	Oct. 3rd	8:30 am	Hard copy to Ruhai
Research Report	Nov. 7th	8:30 am	Electronic copy to Avenue to Learn
Group Signup Form	Nov. 7th	3:30 pm	Hard copy to Ruhai in DSB 214.

Marketing Plan Report	Dec. 5th	8:30 am	Hard copy to Ruhai
Peer Evaluations	Dec. 7th	3:30 pm	Hard copies to Ruhai in DSB 214

COURSE SCHEDULE

Week	Schedule
Sept. 12th	Introduction <ul style="list-style-type: none"> • Basic Concepts of E-Marketing • Course Structure
Sept. 19th	Online Customer Behaviours and Web Analytics (I) <ul style="list-style-type: none"> • Case: Dell Online
Sept. 26th	Online Customer Behaviours and Web Analytics (II) <ul style="list-style-type: none"> • Lecture • <i>Guest Speaker: Jacob Kennedy, Product Manager(User Experience) at Sears</i>
Oct. 3rd	Search Engine Marketing and Online Advertising <ul style="list-style-type: none"> • Lecture • <i>Guest Speaker: Scott Wilson, President at RankHigher.ca</i>
Oct. 10th	<i>Happy Thanksgiving</i>
Oct. 17th	Online Channel and Pricing Strategies <ul style="list-style-type: none"> • Case: Kimpton hotel on priceline • Case: Canadian Tire
Oct. 24th	Online Customer Relationship Management <ul style="list-style-type: none"> • Lecture • <i>Guest Speaker: TBA</i>
Oct. 31st	Social Media Marketing (I) <ul style="list-style-type: none"> • Lecture • <i>Guest Speaker: ; Patrick Thoburn, President at Matchstick</i>
Nov.7th	Social Media Marketing (II) <ul style="list-style-type: none"> • Case: Molson Canada • <i>Project Speakers: Steve Azmair and Wei Li</i>
Nov. 14th	E-Market <ul style="list-style-type: none"> • Lecture • <i>Guest Speaker: Gihan Fonseka</i>
Nov. 21st	Mobile Marketing <ul style="list-style-type: none"> • Case: Brand in hand
Nov. 28th	Online Gaming <ul style="list-style-type: none"> • Case: Online • <i>Guest Speaker: Richard Clifford at JAN Kelley Marketing</i>
Dec. 5th	Presentations

IMPORTANT NOTE: Use the group work sessions to work on either the hand-in cases or on the final project. The teaching assistant will be available during this period. The above schedule is to be considered tentative and can be changed by the professor during the semester. You will be given advance notice if such a change is made.

APPENDIX

A. Research Report on Social Media Marketing (20%)

The research report should not be longer than 10 pages except that you get permission from the instructor. The report should contain the following sections

TITLE PAGE INCLUDING ABSTRACT

The first page is the title page and contains the title(research topic), course number, student name and an abstract of the report. The abstract includes: a) a concise statement of the research question(s); b) a short summary of the major findings.

INTRODUCTION

In the introduction you need:

1. To describe the industry background relevant to the research question(s) that you are going to address;
2. To specify the detail research question(s) under the research topic.
3. To explain the managerial importance of the research question(s)

CURRENT UNDERSTANDINGS

You are required to collect and review the current understandings on the research question(s) in the industry. I suggest you searching on internet for relevant opinions and arguments from news, articles, blogs, and even academic research papers. Summarize and present those opinions and arguments in an well-organized way. It will be absolutely fine (and actually quite interesting) if you find opinions which seem to contradict to each other. Please identify the source of each of your citations.

ANALYSES AND FINDINGS

You need first describe what data you are using (including some general findings from the data). If you use data beyond what provided by the class, specify it. Then you should describe your research findings, which are what you have found about the research question from the data. Please explain in detail a) why and how the data supports your findings; b) what the possible business intuitions behind the findings are; c) whether your findings are consistent or different to the “current understanding” listed above.

CONCLUSION AND FURTHER QUESTIONS

You need to briefly summarize your findings and the managerial importance of the findings. You are encouraged to list further questions based on or related to your research.

REFERENCE

List all your citation sources in a well-organized format.

B. Marketing Plan Report (30%):

The marketing plan has several sections.

TITLE PAGE

The first page is the title page and contains:

1. The name of the contact and organization including mailing address (centred on the page)
2. Team member names and student numbers, Group Name
3. Course number,
4. Instructor's name,
5. The date.

EXECUTIVE SUMMARY

This should include:

1. One sentence introduction of the company
2. A concise statement of the problem.
3. A short summary of the major points arising from your analysis.
4. The major recommendations from your analysis including projected outcomes

Executive summaries should be a synthesis of the marketing plan, not just a point form version of the plan. Readers should be able to read this alone, and understand your analysis and decision. Thus, you cannot introduce new information into the Executive Summary. An Executive Summary is good practice for business marketing plans and the ability to summarise material is a skill that students must develop. Readers may find that the information contained in the summary section of the marketing plan is sufficient, or if they decide to read the complete marketing plan, find that the summary is preparation for the analysis that follows. The Executive Summary may be single-spaced. If the summary is longer than one page in length, it is too long.

INTRODUCTION

The introduction prepares your readers for what is to follow. The introduction should begin with a backgrounder on the business, its goals and objectives, the industry sector classification etc. It should be no longer than one page.

MARKETING ANALYSIS

Provide marketing analysis on the industry trend, market segmentation, consumer decision making process, target market and positioning, competition, etc. Recall the “Market Audit” and “Strategic Domain Analysis” in the project of 3MC3 and do the similar analyses relevant to the business’ objective on e-marketing. If the business currently has an e-marketing operation, conduct an analysis on it.

OBJECTIVES

This part of the marketing plan will include a list of specific and measurable business objectives (quantitative and/or qualitative) - and criteria by which to evaluate your alternative solutions. It is important to provide clear rationale for your goals.

STRATEGY ALTERNATIVES & RECOMMENDATION

This part of the marketing plan will include a discussion of possible alternative solutions to the problem. When you discuss alternative solutions to the problem, keep in mind that your alternatives should be consistent to the analysis stated above. Make sure that you discuss changes in the marketing mix commenting on each of the 4P’s, the target segment(s), positioning,

outcomes and pros and cons of each alternative. Make sure you assess each alternative against your decision criteria. Remember, the alternatives must fit with the current resources of the organisation. They must also use the SWOT.

The marketing strategy you recommend must be justified. The logic of your selection of one alternative course of action over the others must be apparent. The decision must fit with the objectives, strategy and resources of the organisation. The decision must be feasible given the competitive environment. Discuss to whom are you selling and how will you distinguish your product from competition or talk about the competitive advantages your chosen strategy will provide. If you are planning on targeting multiple segments, how will you reconcile the fact that these segments may require different positioning approaches and/or different marketing mixes? Please comment on likely competitor reaction to your strategy.

IMPLEMENTATION PLAN

Include a guide for implementation, including specific action steps and a time line; the online media/channels to be used, a detailed guideline for the operations on those channels; and a budget plan.

CONCLUSION

The report should include a brief conclusion, summarizing how the solution best realizes the business' objective.

REPORT GUIDELINES

Please conform to the following:

1. Marketing plans should use readable fonts and numbered pages. Font size for the marketing plan body should not be smaller than 12 point. Left / right margins must be no smaller than 1 inch each.
2. Papers should be double-spaced and printed on one side of the paper only. The Executive Summary may be single-spaced.
3. The body of the report is not to exceed 40 pages. Import all industry trend findings and reference graphs into the main body of the report. This page limit does not include the title page, table of contents, bibliography or other appropriate appendices.



**COMMERCE 4MH3 - E-MARKETING
GROUP EVALUATION FORM**

INSTRUCTIONS:

1. Please assign each person in your group an amount of money which represents each individual's contribution to the project, simulation and hand-in cases. You may each wish to complete a form individually and then share these forms at a group meeting but only ONE FORM is to be submitted for each group and it must be signed by all group members.
2. Your total budget to distribute among the people in your group is \$600 * (the number of people in your group). For example, if there are 5 people in your group, then pretend that you have \$600 * 5 = \$3,000 to pay to the group.
3. If everyone contributed equally, then pay each person \$600.
4. Adjust the fee according to your honest personal assessment of the value of each person's contribution. In our example, the fee could be as low as \$0 or as high as \$3,000.
5. The factor arrived at for each team member as a result of the peer evaluation will be applied to the group work in this course.
6. TREAT THIS EVALUATION SERIOUSLY.
7. MAKE SURE THAT THE FEES PAID ADD TO \$600 * GROUP SIZE.

PROFESSOR: Dr. Ruhai Wu

GROUP NAME:

CLIENT ORGANIZATION:

GROUP MEMBER

SIGNATURE

FEE



COMMERCE 4MH3 - E-MARKETING

NOTICE OF INTENT / GROUP SIGN-UP FORM

Professor: Dr. Ruhai Wu

GROUP Name: _____

STUDENT NAME	SECTION	ID#	EMAIL
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1. _____

2. _____

3. _____

4. _____

5. _____

COMPANY NAME: _____



COMMERCE 4MH3 - E-MARKETING

NOTICE OF INTENT / GROUP SIGN-UP FORM

Professor: Dr. Ruhai Wu

Student Name: _____

Research Topic: _____

Description: