



MKT 425 E-Marketing
Summer I Semester, June/July 2017

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MKT 425 E-Marketing

Summer I Semester, June/July 2017

Course Introduction

Course Title	E - Marketing
Course Code	MKT 425
Credit Hours	3
Semester & Year	Summer I- 2017
Pre-requisites	Principles of Marketing
Co-requisites	None
Department	Solbridge International School of Business
Course Coordinator	Dr. Mahmood A. Awan

Class Type	Days	Time	Room
Lecture	Mondays-Fridays	TBA	Computer Lab / Online

Instructor

Instructor	Dr. Mahmood A. Awan
Room	1112
Consultation Hours	1. Online (12 – 1 p.m. Mondays – Fridays, Korea Time) 2. Other times : Send E-mail at mawan@solbridge.ac.kr for any questions
Email	mawan@solbridge.ac.kr
Telephone	630 - 8528
Instructor Webpage	TBA

Mission Map

Mission Based Goals	Approximate % of Course Content	Approximate % of Assessment
		
Global Perspective	30%	30%
Asian Expertise	25%	20%
Creative Management Mind	25%	25%
Cross Cultural Communications	5%	10%
Social Responsibility	15%	15%
Total	100%	100%

Solbridge Mission & Course Objectives

The prime objective of the course is to deliver the educational promise of SolBridge. SolBridge has the mission of educating the next generation of Asian Thought leaders. The school aims to equip our graduates with a Global Perspective, Asian Expertise, Creative Management Mind, Cross Cultural Communication and a sense of Social Responsibility. This course will contribute to all these perspectives.

In particular, this course aims to prepare students to excel in the electronic market place in following ways:

1. Critically understand the Internet, its origins, historical perspective and Internet industry infrastructure.
2. Evaluate and appraise Internet as a complimentary marketing tool to traditional marketing.
3. Be able to develop and evaluate Web strategies for marketing as well as gain general knowledge of topics pertinent to interactive technologies and their application to marketing strategy
4. Critically evaluate and select techniques in both on-line and off-line to promote a web site.
5. Development / Refinement of problem solving skills appropriate for domains characterized by rapidly evolving technologies, minimal levels of extant regulatory policy, and the combination of characteristics of traditional marketing media

Teaching Methodology

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via online lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of Internet Marketing on a holistic basis, and see these concepts applied in real-life situations.

The course will be conducted using Moodle, and all students must familiarize themselves with Moodle usage. There will be no printed notes, and most of the distributed material will be in the electronic form with a few exceptions. All submissions by students will also be in the electronic form through Moodle. The instructor will communicate with all students using the Moodle system and student Solbridge Domain e-mail ids. It is the student's responsibility to update their e-mail addresses and access the messages as and when necessary.

Course Materials and Readings

Textbook

Title: **E – Marketing (International Edition)**

Edition: 7th edition, 2014

Author(s): Judy Straus and Raymond Frost

Publisher: Pearson: New York

ISBN-13: 978-0-13-295344-3

Other material

Additional readings will be given by the instructor, and students are expected to be prepared for the class with these readings. Some of the cases to be discussed in class will be distributed in the class by instructor or through Moodle.

Recommended General Reading and Sources

Business journals are important sources of up-to-date knowledge on marketing strategy. You are advised to read the following and other business journals to familiarize yourself with the latest developments in marketing strategy areas. Relevant articles can be found in journals such as:

Journal of Marketing Communication
Journal of Electronic Commerce
Journal of Internet Commerce

Assessment Method

CLO	Linked to BBAPO	Class Work (Marks)		Online Exercises (E1-E5)	Mid-term Exam (Marks)	Final Exam (Marks)
		Individual Assignment	Online Discussion (D01-D02)			
1	6			6	8	
2	6	10	5	6	8	
3	6			6	4	2
4	6		5	6		9
5	6			6		9
*Total		10	10	30	20	20

*Attendance will be worth 10% of the course.

Rules for attending the Online Class

All students taking this online class must adhere to the following rules:

1. Attendance to the online class is compulsory. The instructor will check the log-in details of each student.
2. Any student not attending the online sessions for more than three sessions will automatically get an "F".
3. The assessment is based on three tools. Exercises (Five), Individual Assignment, and Online Discussion, and Two online exams.
4. All your work will be submitted online via TurnItin and software will be used to check for any plagiarism. Any work found with more than 30% plagiarism will get "Zero" for the work and no re-work will be allowed.
5. During the first two face-to-face lectures, details about the technology requirements for this class will be provided in details. It is expected that the students have access to all such tools. No excuses for the non-availability of technology or technical problems, will be considered.

Course Outline

Below is a tentative outline. There will be adjustments as we move along. In any class, the instructor may announce the reading material for the next class via E-mail / Moodle.

Course Delivery Schedule

<u>MKT 425 E - Marketing</u>						
Session	Dated	Lecture	Chap	*Delivery	Exercises (upload date)	Assessments Submission Date
1	15-Jun	Introduction to E-Marketing / Convergence	1	Asynchronous	**D01	
2	16-Jun	Strategic E-Marketing	2	Asynchronous	Assi #1 out	
3	19-Jun	The E-Marketing Plan	3	Asynchronous	E01	
4	20-Jun	Global Markets	4	Asynchronous		
5	21-Jun	E-Marketing Research	6	Asynchronous	E02	E01 Due
6	22-Jun	Consumer Behavior Online	7	Asynchronous		
7	23-Jun	Mid-Term Exam		Asynchronous	E03	E02 Due
8	26-Jun	STP Strategies	8	Asynchronous	D02	
9	27-Jun	Product: The Online Offer	9	Asynchronous	E04	
10	28-Jun	Price: The Online Value	10	Asynchronous		E03 Due
11	29-Jun	The Internet for Distribution	11	Asynchronous		Assignment #1 due
12	30-Jun	E-Marketing Communication Tools	12	Asynchronous	E05	E04 Due
13	01-Jul	Engaging Customers with Social Media	13	Asynchronous	***E06	
14	03-Jul	Break before Exam				E05+ E06 Due
15	TBA	Final Exam		Asynchronous		

* All of these classes will have recorded videos.

D = Discussions, E = Exercises, *Optional

Plagiarism, Copying and Academic Dishonesty

I. Plagiarism is the unauthorized use of another's work or ideas and the representation of these as one's own.

Definition of Plagiarism: "The practice of taking someone else's work or ideas and passing them off as one's own". (OED)

This includes among others but not limited to

- (a) copying another individual's or group's ideas and work, copying materials from the internet and other published sources and producing such materials verbatim,
- (b) Using others' ideas and work without proper citation of the original proponent or author of the idea. Students are expected to produce original work of their own for assignments and examinations. A comprehensive definition and explanation of plagiarism will be given during the first class period, and students are expected to take serious note of this explanation.

These rules apply to internet sources also. Students are strongly advised to access the following website and learn how to avoid plagiarism. It is the student's responsibility to learn this on his/ her own.

<http://owl.english.purdue.edu/owl/resource/589/01/>

SolBridge considers plagiarism as a serious breach of professional ethics. Plagiarism will not be tolerated in any form at SolBridge. Penalties can be as severe as expulsion from the university. To avoid plagiarism it always best to do your own work or cite the work of others appropriate. Refer to your student handbook for a more detailed description of plagiarism and the associated penalties.

In this class, the rules are:

1. The first instance of plagiarism will result in a "zero" for the assignment in question.
2. The second instance of plagiarism will result in a fail grade for the entire course.
3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from Solbridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

II. Copying Textbooks, copyrighted materials and academic dishonesty

A. Copying Textbooks and other copyrighted materials without permission of publisher or author is tantamount to theft. Therefore, students are expected to purchase the prescribed books and other materials from the Woosong Bookstore.

- Students using copied versions of books without permission will be asked to leave the classroom.
- In addition, such students will get "zero" participation points and any other penalties as levied by the instructor.

B. Academic Dishonesty includes but not limited to: (a) plagiarism, (b) cheating during examinations, (c) obtaining/ providing information for reports, assignments and examinations by fraudulent means, (d) falsification of information or data, and (e) false representation of others' effort as one's own.

Some examples of academic dishonesty are: copying from other students during examinations; copying material from other students' reports/ assignments and submitting the same as one's own report; creating fictitious interview materials for assignments or reports. These are just a few examples and not exhaustive.

In this class, the rules are:

1. The first instance of academic dishonesty will result in a "zero" for the assignment in question.
2. The second instance of academic dishonesty will result in a fail grade for the entire course.
3. The third cumulative instance of plagiarism, academic dishonesty and violation of school disciplinary rules in this and other classes will result in serious disciplinary action which could include expulsion from Solbridge.
4. The instructor will report each instance of plagiarism, academic dishonesty and violation of school disciplinary rules to the disciplinary officer.

The rules on plagiarism, copying and academic dishonesty are non-negotiable.