

## **COURSE OUTLINE**

### **Internet Marketing**

#### **Course Description**

BA 219. Internet Marketing. 3 hours credit. This course will enable the student to explore the transition from traditional marketing methodologies to digitally based techniques. The student will be able to give a critical appraisal of the strategies necessary to conduct e-commerce within the emergence of a global marketplace through the use of discussion, exercises, and case studies.

#### **Course Relevance**

The principles learned in this course will allow the student to analyze and create marketing strategies specific to e-commerce. The principles are relevant to anyone wishing to explore the opportunities presented by the expanding and changing world of online business.

#### **Required Materials**

Miletsky, J., (2009). Principles of internet marketing: New Tools and methods for web developers. (1<sup>st</sup> ed.). Boston, MA: Cengage.

#### **Learning Outcomes**

The intention is for the student to be able to:

1. Demonstrate understanding of e-commerce and its fit within overall marketing strategies.

**Learning PACT Skills that will be developed and documented in this course** Through involvement in this course, the student will develop ability in the following PACT skill area(s):

#### **Analytical Thinking Skills**

1. Problem solving
  - By applying skills learned in lessons, readings, and discussions, the student will analyze specific e-commerce related problems and present solutions.

#### **Major Summative Assessment Task(s)**

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to e-commerce, including suggestions on appropriate e-commerce business models.

#### **Course Content**

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:

- A. Create sections of internet marketing plans
- B. Provide critical analysis of actual internet marketing strategies
- II. Themes – Key recurring concepts that run throughout this course:
  - A. Changing business models
  - B. Website development
  - C. Internet consumer behavior
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Matching internet marketing strategies with the needs and wants of the customer
  - B. Understanding the cost/benefit relationship regarding data collection
- IV. Concepts – Key concepts that must be understood to address the issues:
  - A. Recognize the importance of staying ahead of the technology curve
  - B. Understand the marketing mix as it relates to e-commerce

### **Learning Units**

- I. The role of traditional marketing in the digital marketplace
  - A. The significance of the marketing mix
  - B. The concepts of market, message, and methodology
  - C. Mass marketing and mass targeting
- II. The transformation of marketing via computers and the internet
  - A. The commercial beginnings of the World Wide Web
  - B. The impact PC technology has had on marketing
  - C. The emergence of a global marketplace
- III. The role that computer networks have played in the digital marketplace
  - A. Moore's Law
  - B. High-speed telecommunications
  - C. Internal versus external network roles
- IV. Building an effective data-model for construction of a business website
  - A. Crucial data-fields in building a data collection model
  - B. Business website development
  - C. Closed loop marketing
- V. Developing a customer service driven and support-oriented business website
  - A. The benefits of a 24/7 information search
  - B. Virtual problem-solving methodologies
  - C. The importance of a FAQ page
- VI. The nature of personalization for a business website
  - A. The necessity of a benefit-based website
  - B. The significance of relationship marketing
  - C. The most effective forms of web-advertising for a business website

- VII. Web-based research and development
  - A. Marketplace implications of “internet time”
  - B. The importance of information acceleration in market research
  - C. Elements of an effective website traffic-tracking plan
- VIII. Pricing of products and services in the digital marketplace
  - A. Standard pricing answer
  - B. Facets of real time pricing
  - C. Yield management
- IX. Considerations and benefits of engaging in e-commerce
  - A. Anchor versus extension services
  - B. Efficient inventory purchasing models for web businesses
  - C. Components of an effective e-distribution system
- X. The structure of an organizational digital nervous system
  - A. The role of digital communication within a company structure
  - B. The cost of staying ahead of the technology curve
  - C. The benefits of a high-touch work environment
- XI. Information management
  - A. Current information policies regarding data collection
  - B. Legal issues

### **Learning Activities**

Learning activities will be assigned to achieve the intended course outcomes through lectures, discussion, reading assignments, exams, case studies, and other activities at the discretion of the instructor.

### **Grade Determination**

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.