

# MKTG 617 Internet Business and Electronic Marketing

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## Course Syllabus, Teaching Plan and Reading List

### 2012/13 Academic Year - Semester One

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#### Background

The idea behind this module is to explore internet businesses and impact of the internet on marketing in this information age. The primary question being answered is "How does the internet transform marketing and how can companies effectively leverage is electronic marketing"?

#### Aim & Content

This course examines the fundamental principles associated with the strategic adoption, implementation, use and evaluation of internet in organisations. It discusses the theories and principles which govern the strategic adoption of the internet to create and sustain value - competitiveness. The course will involve lectures, readings, cases and discussions. These components embrace topics including digital firms; Electronic business; Mobile commerce; Web 2.0; the internet and social entrepreneurship and the new age of the prosumer (proactive consumer or producer-consumer).

#### Participants

This is essential for anyone involved in a marketing or management role in both IT and non-IT institutions and organisations. It is also useful for anyone who is going to take on general marketing role, to help them understand how IT can impact organizational marketing strategies. The learning points include both theories and practices. However, we expect that, after finishing this module, the students can align important theoretical concepts with the strategic adoption and usage of internet for business.

#### Course Objectives

By the end of this course, it is expected the student will:

1. Analyze the strategic issues, processes, policies and techniques associated with doing business online;
2. Assess and explain global and socio-cultural issues surrounding the adoption of internet; and
3. Write a technical report on findings from a case study on the use of the internet in business and society.

#### Reading Materials

- Distributed through Class website

## Recommended Text

The course consists of the intersection of three key topics: internet business, mobile business and e-marketing. As a result, selected chapters of the following books will be used in teaching the topics. Supplementary materials will also be provided through the class website and during teaching sessions.

### E-marketing

- Strauss, J. and Frost, R. (2009) E-Marketing 5/E, Pearson Education, Inc.

### Internet Business

- Laudon, K. C. and Laudon, J. P. (2011) *Management Information Systems: Managing the Digital Firm*. 12th Edition, Pearson Education Inc., Upper Saddle River, NJ 07458.
  - **Chapters: 10 and 8**

### Mobile Business and Social Media

- Selected Reading Materials and Handouts will be provided

## Methodology

The course will be a combination of lecture sessions, class discussions, and group assignments/presentations. Lectures will follow the course outline (given below) and text presentation of the relevant chapters of the recommended text. The instructor may utilize additional information to supplement the text.

**Students are expected to read topics in textbooks ahead of class and will use lecture sessions to clarify difficult materials.** Any changes to the schedule and assignments will be given in class. If for some reason a student must miss a class, it is his/her responsibility to find out what was discussed on that day. For example, the absence from class on a particular day will not be an excuse for a late submission of an assignment.

### Class Power Points Slides:

To obtain a copy of the class power point slides, consult your instructor and also the class website (which will be announced in class).

## Assessment

The assessment for this course has been designed to help all students to maximise their individual learning opportunities. A summary of the assessment tasks is provided below.

ITEM	MARKS
Assignment	20%
Quiz	10%
End of semester examination	70%
<b>Total</b>	<b>100%</b>

## POLICIES

**Attendance:** Regular class attendance is expected.

**Policy Revision:** The instructor reserves the right to make changes to the syllabus or to the above stated procedures if deemed appropriate. Students will be advised of such changes as soon as practicable.

Session Outline 2013/14

Week	Session Topics	Key Learning Questions/Objectives	Readings
<b>Lecturer: Richard Boateng, Ph.D.</b>			
<b>Week 1</b>	Course Introduction Internet business: Digital Markets and Digital Goods		Chapters 10 and 2 of Laudon and Laudon (2011) ●Selected readings
<b>Week 2</b>	Mobile Commerce and Mobile Business		●Selected readings
<b>Week 3</b>	Mobile Marketing		●Selected readings
<b>Week 4</b>	Group Presentations <ul style="list-style-type: none"> <li>• The E-marketing Plan</li> </ul>		● Chapter 3 of Strauss and Frost (2009)
<b>Week 5</b>	Securing Consumers Online		●Chapter 8 of Laudon and Laudon (2011)
<b>Week 6</b>	Social Media and The Ghanaian Business 1 <ul style="list-style-type: none"> <li>• Understanding the Prosumer</li> </ul>		●Selected readings
<b>Week 7</b>	Social Media and The Ghanaian Business 2 - Social Media Strategies		●Selected readings ●Chapter 12 and 13 of Strauss and Frost (2009)
<b>Week 8</b>	Group Presentations <ul style="list-style-type: none"> <li>• Social Media and Social Change</li> </ul>		
<b>Week 9</b>	The Other Side of Social Media		Selected readings
<b>Week 10</b>	Developing Mobile Applications		●Selected readings
<b>Week 11</b>	Group Presentations <ul style="list-style-type: none"> <li>• Social Media and Online Marketing</li> </ul>		
<b>Week 12</b>	Group Presentations <ul style="list-style-type: none"> <li>• Social Media and Online Marketing</li> </ul>		
<b>Week 13</b>	Group Presentations <ul style="list-style-type: none"> <li>• Social Media and Online Marketing</li> </ul>		
	Revision week		
	Examination Week		

## Student Presentations for MKTG 617

- **Divide the class into four groups and work in groups for these assignments**
- **Each student is required to take active part of the assignment and know the presentation.**
- Interactive Presentation with clear diagrams and concepts
- All presentations should be accompanied by a paper on the topic of presentation.
  - Paper should be single-spaced, font-size 11, times new roman.
  - Cover page should be included
  - List of students (in the group) with index numbers, full names, email addresses and mobile numbers
  - References
  - Assignments should bound – comb binding.
  - Each submission should include slides and paper on topic of presentation of not less than 1500 words.
  - Students are encouraged to use real world case studies (global and local) as examples. This will attract extra marks.

### Week 4 Presentation – E-marketing

- **E-marketing Plan:** Students are required to do a presentation on the concept of e-marketing, types of e-marketing plans, and explain how to develop an e-marketing plan outlining all the key steps involved.
- **Email Marketing:** Students are required to do a presentation on the concept of email marketing, types of email marketing, and explain how to develop an email marketing campaign outlining all the key steps involved.

### Week 8 Presentation - Social Media and Social Change

1. Each group is supposed to identify a social issue of interest to students. The issue should not be controversial.
2. Use at least one social media platform to create awareness about the issue.
3. Get a minimum of 150 followers concerning the issue.
4. Monitor and evaluate the traffic activity on the social media platform.
5. Write a report on how social media captured the students' perspectives concerning the issue.

### Week 12 Presentation – Social Media and Online Marketing

1. Each group is supposed to identify a business, eg: a campus bank, Hotel, Rural Bank, a community.
2. Use INSTAGRAM and at least one social media platform and Wordpress.com to promote the services of the business and build relationships with customers.
3. Get a minimum of 150 followers or likes on any of the social media platform used.
4. Monitor and evaluate the traffic activity on the social media platform.
5. Write a report on how social media and wordpress to promote the services of the business.