

BA 2810 - Internet Marketing

Instructor:

Bruce Macdonald

Office: C302

Telephone: 539-2016(w)

402-8583(h)

E-Mail: bmacdonald@gprc.ab.ca Mon., Wed. 10:00 - 11:20

Classroom:

B302

Times:

COURSE DESCRIPTION:

Building on the concepts learned in BA 2800, students will learn how to market product, services and ideas using the Internet. Particular emphasis will be placed on understanding the online consumer (both B2B and B2C) and on strategically using the 4Ps of the marketing mix to meet customer needs.



PREREQUISITES:

BA 2800 or an equivalent Internet business course and BA 1090 or equivalent introductory marketing course.

GENERAL OBJECTIVES:

Students will be able to

1. conceive and prepare a marketing plan for an e-business
2. devise a strategy for using the internet in the marketing mix of a conventional business
3. use the internet to enhance customer service.

RESOURCE MATERIALS:

There is no textbook prescribed for this course that you have to buy. There will however be readings assigned from time to time, which will be made available in the college library or on the internet. One site which we will use for readings is Dr. Wilson's internet newsletter entitled "Web Marketing & E-Commerce". It is found at <http://www.wilsonweb.com/>. Another source for articles is <http://www.targeting.com/>. These articles are authored by n Sterne. One of his books will be reserved in the college library for you to reference. That book is:

Sterne, J. 2000, *Customer service on the internet: Building relationships, increasing loyalty, and staying competitive*. 2nd Ed. . John Wiley & Sons, Inc., Toronto, 352 pp., ISBN No. 0-471-38258-2.

CONDUCT OF COURSE:

Lecture, Readings and Lab

The course is delivered live in computer lab A313 in the winter semester. Lecture notes and instructions may be put online at this website from time to time. However, visiting this website is not a substitute for attendance in class and doing your own research. A significant amount of time will be spent discussing articles. The content will appear to be disorganized as we will be following current trends on the internet and discussing events as they occur.

COURSE CONTENT:

A significant amount of time will be spent discussing articles. The content will appear to be disorganized as we will be following current trends on the internet and discussing events as they occur. In addition to readings, your main assignment will be to develop a marketing plan for a small business. You can use a real local business, or your own e-business idea if you like, as long as it is serious and realistic.

GRADING SYSTEM

GPRC uses the 9-point grading system as explained on page 30 of the College calendar.

On a percentage basis, you will be assessed as follows:

Assignments 50
Tests 50

Your percentage score will be translated into the 9-point system as follows:

Weighted Average %	9-Point Grade
90 - 100	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1