

BA 2810 - Internet Marketing

Instructor:

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Classroom:

A307

Times:

Mon., Wed. 10:00 - 11:20

COURSE DESCRIPTION:

Building on the concepts learned in BA 2800, students will learn how to market products, services and ideas using the Internet. Particular emphasis will be placed on solving small business cases using the 4Ps of the marketing mix to meet client 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. apply their marketing skills/knowledge to help small business clients take advantage of the internet
2. conceive and prepare a marketing plan for an e-business
3. devise a strategy for using the internet in the marketing mix of a conventional business

RESOURCE MATERIALS:

There is no textbook prescribed for this course. Course notes will be provided on the course website. In addition we will use online resources such as [Statistics Canada](#), [Industry Canada](#), and [retailinteractive.ca](#). There will also 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 www.wilsonweb.com. Another source for articles is www.targeting.com. These articles are authored by Jim 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:

The case method will be applied to small business consulting projects.

The emphasis is on developing consulting skills for diagnosing small business problems, finding practical e-marketing solutions, and delivering well-documented reports. Each student will be assigned three cases to solve for a small business. Notes and instructions may be put online at this website from time to time. However, visiting the website is not a substitute for attendance in class or for doing your own research.

COURSE CONTENT:

The course will begin with a broad survey of Internet marketing research which the students can later apply to their assigned cases. Then a significant amount of time will be spent discussing how to:

- diagnose a root business problem
- state the problem succinctly
- document convincingly that you have made the correct diagnosis
- find a solution which will solve the problem you have identified
- state your solution succinctly
- document evidence to support your solution
- assess the effect of your solution on the business
- identify secondary problems which may be caused by your solution

Students can choose from a list of predesigned cases or can design their own cases, in consultation with the instructor. 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 a letter grade system as explained in the College calendar. Performance will be assessed as follows:

On a percentage basis, performance will be scored as follows:

3 Assignments @ 20% each	60%
2 Tests @ 20% each	40%

Percentage scores will be converted to a letter grade as follows:

Weighted Average %	Letter Grade
94 - 100	A+
90 - 93	A
85 - 89	A-
80 - 84	B+
76 - 79	B
72 - 75	B-
68 - 71	C+
64 - 67	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F