



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE - WINTER 2007

BA 2810 3(3-0-0) – Internet Marketing

Instructor:

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Dates:

Jan. 4 - Apr. 12, 2007

Classroom & Times:

Mon. & Wed. at 10:00 - 11:20 in Room A313

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 required; BA 1090 or equivalent introductory marketing course highly recommended.*

GENERAL OBJECTIVES:

Upon exit the student will be able to:

1. apply their marketing knowledge to help small business clients take advantage of the Internet
2. use a focused approach to diagnose e-business problems
3. devise marketing strategies for solving e-business problems
4. communicate their ideas in a logical convincing format

TEXTBOOK:

Siegel, C.F. 2006. ***Internet marketing, foundations and applications, 2nd ed.***. Houghton Mifflin Company, Boston, 386pp., ISBN: 0-618-51999-8

In addition we will use online resources such as [Statistics Canada](http://www150.statcan.gc.ca) and [Industry Canada](http://www150.statcan.gc.ca).

DELIVERY MODE:

Lecture and cases

Lesson material will be delivered and cases will be discussed in the classroom. There will be cases assigned.

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 marketing problems, finding practical e-marketing solutions, and delivering well-documented reports. Each student will be assigned two cases to solve for a small business. Notes and instructions may be put online at dotcollege.com 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 that 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

TENTATIVE SCHEDULE:

Jan. 04	Introduction to the case method and report format to be used for this course.
Feb. 05	1st Case Assignment Due
Feb. 14	Mid-term Test
Feb. 19	Family Day - No Class
Feb. 21	Winter Semester Break - No Class
Mar. 21	2nd Case Assignment Due
T.B.A.	Final Exam

GRADING SYSTEM

GPRC uses the alpha grading system as explained on page 37 of the College calendar. On a percentage basis you will be assessed as follows:

Attendance/Participation	10
1st Case Assignment	10
Midterm Test	20
2nd Case Assignment	20
Final Exam	40

I will translate your percentage score into 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

STATEMENT ON PLAGIARISM:

You are expected to properly cite other people's work in your case assignments. The instructor reserves the right to use electronic plagiarism detection services.