



Grande Prairie Regional College
School of Business
Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2008

BA2810 3(3 - 0 - 0) – Internet Marketing

Instructor Sergiy Golyk

Phone: 832-6738

E-mail sgolyk@gprc.ab.ca

Classes: Classroom – A313

Mon. & Wed. at 10:00 a.m. – 11:20 a.m.

Consulting: by appointment

Prerequisites:

BA 2800 Internet Business Concepts required; BA1090 Introduction to Marketing is highly recommended.

Required Text/Resource Materials:

Siegel, C.F. 2006. Internet Marketing, Foundations and Applications, Second Edition. Houghton Mifflin Company, Boston, 386pp., ISBN: 0-618-51999-8

There will be required reading from the text. This reading will be supplemented with online resources, additional article readings and handouts. Tests will be based on all of the above materials.

Course Description:

Building on the concepts learned in BA2800, students learn how to market products, services and ideas using the Internet. Particular emphasis will be placed on understanding the online consumer (both business-to-business and business-to-customer) and on strategically using the 4P's of the marketing mix to meet customer needs.

Course Objectives:

1. To develop an understanding of how to market products, services and ideas using the Internet.
2. To provide theoretical knowledge and understanding of models and applications of Internet marketing.
3. To understand the role of marketing variables within the marketing process.

4. To develop analytical and decision-making skills for managing Internet marketing.
5. To improve oral and written presentation skills while incorporating appropriate presentation software.

Transferability:

Athabasca University, University of Calgary. Other universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

Delivery Mode(s):

A variety of teaching methods will be used. These may include lectures, discussions, Internet demos, student presentations, in-class exercises, and small group exercises.

Tests:

Two multiple-choice tests worth 10% each will be administered throughout the term. You will be given between 45 and 60 minutes to complete these tests. These tests will cover 4 or 5 weeks worth of course material and will be non-cumulative.

Grading Criteria:

Business Game	40%
Case Presentation	10%
Test 1	10%
Test 2	10%
Final Examination	30%
Total	100%

Percentage score translation into a letter grade:

Total Score %	Letter Grade
90 - 100	A+
85 - 89	A
80 - 84	A-
76 - 79	B+
73 - 75	B
70 - 72	B-
67 - 69	C+
64 - 66	C
60 - 63	C-
55 - 59	D+
50 - 54	D
0 - 49	F

Class Schedule:

Date	Topics	Notes
January 7	Course Overview Course Outline/Assignments Introduction to business game E-commerce	Handouts
January 9	A Marketing Perspective in the Internet Age	Chapter 1
January 14, 16	Internet Fundamentals: Operations, Management, the Web, and Wireless	Chapter 2
January 21, 23	Identifying Internet Users Taking Marketing to the Net	Chapter 3 Chapter 4
January 28, 30	Legal and Ethical Issues; Privacy and Security Concerns	Chapter 5
February 4, 6	Taking Marketing Research to the Net	Chapter 7
February 11, 13	Using Data Tools to Enhance Performance	Chapter 8
February 25, 27	Product in the Internet Marketing Mix Test 1	Chapter 9
March 3, 5	Price in the Internet Marketing Mix	Chapter 10
March 10, 12	Place in the Internet Marketing Mix	Chapter 11
March 17, 19	Promotion in the Internet Marketing Mix	Chapter 12
March 24, 26	The Web Marketing Plan	Chapter 13
March 31 April 2	Marketing Site Development: Content, Design, and Construction Test 2	Chapter 14
April 7, 9	Topic Presentations	Online resources
T.B.A.	Final Examination	

Attendance:

Attendance and active class participation are needed to get the most out of this course.

Statement of Plagiarism – please refer to p. 44 of the GPRC Calendar.