



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE - WINTER 2006

BA 2810 3(3-0-0) – Internet Marketing

Instructor:

Bruce Macdonald

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Website: dotCollege.com

Classroom:

A313

Dates:

Jan. 04 - Apr. 13, 2006

Times:

Mon. & Wed. 13:00 - 14:20

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

GENERAL OBJECTIVES:

Upon completion, students 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

RESOURCE MATERIALS:

The textbook that I have prescribed for this course is:

Turban, E., D. King, J. Lee and D. Viehland. 2006, **Electronic commerce 2006, a managerial perspective.**, Pearson Prentice Hall, New Jersey 07458, 792 pp., ISBN No. 0-13-185461-5.

Course notes will be provided on the course website at dotCollege.com.

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

There will also be readings assigned from time to time, which will be made available in the college library or on the internet.

DELIVERY MODE:

The course is delivered live in computer lab A313 in the winter semester.

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 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 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. 06 | 1st Case Assignment Due |
| Feb. 15 | Mid-term Test |
| Feb. 20 | Family Day - No Class |
| Feb. 22 | Winter Semester Break - No Class |
| Mar. 15 | 2nd Case Assignment Due |
| Apr. 12 | 3rd Case Assignment Due |
| T.B.A. | Final Exam |

GRADING SYSTEM

GPRC uses the alpha grading system as explained on page 40 of the College calendar. On a percentage basis you will be assessed as follows:

| | |
|---------------------|----|
| 1st Case Assignment | 20 |
| Midterm Test | 20 |
| 2nd Case Assignment | 20 |
| 3rd Case Assignment | 20 |
| Final Exam | 20 |

TOTAL: 100

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:

The instructor reserves the right to use electronic plagiarism detection services.