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Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_

JUL 13 2001  
LIBERAL STUDIES

UWUCC USE Only  
Number: 01-276  
Submission Date: \_\_\_\_\_  
Action-Date: UWUCC App 2/5/02  
Senate App 2/26/02

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. Krish S. Krishnan Phone 357-2522

Department Marketing

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

**COURSE** \_\_\_\_\_  
Suggested 20 character title

**New Course\*** MKTG 439 INTERNET MARKETING  
Course Number and Full Title

\_\_\_\_\_ **Course Revision** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **Liberal Studies Approval +** \_\_\_\_\_  
for new or existing course Course Number and Full Title

\_\_\_\_\_ **Course Deletion** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **Number and/or Title Change** \_\_\_\_\_  
Old Number and/or Full Old Title

\_\_\_\_\_ \_\_\_\_\_  
New Number and/or Full New Title

\_\_\_\_\_ **Course or Catalog Description Change** \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ **PROGRAM:** \_\_\_\_\_ Major \_\_\_\_\_ Minor \_\_\_\_\_ Track

\_\_\_\_\_ **New Program\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Program Revision\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Program Deletion\*** \_\_\_\_\_  
Program Name

\_\_\_\_\_ **Title Change** \_\_\_\_\_  
Old Program Name

\_\_\_\_\_ \_\_\_\_\_  
New Program Name

**III. Approvals (signatures and date)**

R. K. Gang  
Department Curriculum Committee

[Signature]  
Department Chair

[Signature]  
College Curriculum Committee

[Signature]  
College Dean

\_\_\_\_\_ + Director of Liberal Studies (where applicable)

[Signature]  
\*Provost (where applicable)

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## Syllabus of Record

### I. Catalog Description

#### MKTG 439 Internet Marketing

3 lecture hours 0 lab hours, 3 credits (3c-0l-3sh)

Prerequisites: MKTG 320

This course presents a strategic framework for developing marketing strategies on the Internet. It extends the Marketing Mix framework to E-Commerce using current theories and applications in online product, online pricing, web based marketing communication, and distribution strategies. Other topics include marketing research on the Internet, electronic retailing, Internet based customer relationship management, and legal-ethical dimensions of e-marketing. Students will use Internet based online marketing cases.

### II. Course Objectives

Students will:

1. Understand the marketing dimensions of doing business on the Internet.
2. Be able to develop skills in formulating and implementing Internet based product, pricing, promotion and distribution strategies.
3. Develop an understanding of the role of Internet in better serving customer needs and building a competitive advantage.
4. Have an understanding of the ethical, global and social issues of marketing on the Internet.
5. Demonstrate the competence to develop and implement the Internet marketing plan of a business or non-profit organization.

### III. Course Outline

- A. Introduction to Internet Marketing (3 hours)
  1. Nature and scope of the digital economy
  2. Introduction to E-Business Models
  3. New Rules for E-Marketing
  4. E-Marketing Challenges and Opportunities
- B. Internet User Characteristics and Behavior (3 hours)
  1. Researching Internet User Demographics
  2. Business-to-Business Markets
  3. Consumer web navigation behavior
  4. Internet Market Segmentation Variables
  5. Global trends in Internet commercial usage
- C. Marketing Research on the Net (3 hours)
  1. Marketing Intelligence using the Net
  2. Internet based marketing research techniques
  3. Web based survey research
  4. Ethics of Online Research
- D. Product Strategies on the Net (3 hours)
  1. Creating customer value online
  2. A taxonomy of Internet Products and Services
  3. Value Chain model of new product development
  4. B2B service models
- E. Online Pricing Strategies (3 hours)
  1. The Internet as Efficient Market
  2. Real-Time Pricing
  3. Auction pricing models
  4. International dimensions of Internet pricing

**Test#1 (1.5 hours)**

- F. Internet based Marketing Communications (3 hours)**
  - 1. Integrated Marketing Communications Framework
  - 2. Hierarchy of Effects model and the Internet
  - 3. Characteristics of Internet as a communication medium
  - 4. Audience Measurement Issues
- G. Marketing Communications Mix on the Net (3 hours)**
  - 1. Internet Advertising
  - 2. Sales Promotion Activities on the Net
  - 3. Direct Marketing through e-mail
  - 4. Public Relations Activities on the Net
  - 5. Personal Selling through an interactive medium
- H. Distribution and Logistics dimensions of Internet (3 hours)**
  - 1. Functions of e-distributors
  - 2. Channel conflicts in e-marketing
  - 3. Dis-intermediation and re-intermediation models
  - 4. Internet based logistics support models
- I. Traffic and Brand Building on the Web (3 hours)**
  - 1. The battle for web traffic
  - 2. Domain names
  - 3. Portal Presence
  - 4. Web sites and URL placement
- J. Customer Relationship Management (2 hours)**
  - 1. Building Customer Relationships
  - 2. Building B2B relationships and role of EDI
  - 3. Virtual Community building strategies
  - 4. Guarding Consumer Privacy

**Test#2 (1.5 hours)**

- K. The E-Marketing Plan (3 hours)**
  - 1. Creating a seven step E-Marketing Plan
  - 2. E-Marketing objectives and strategies
  - 3. Marketing oriented web site design
  - 4. Evaluating E-marketing plan implementation
- L. Legal, Ethical and Public Policy Dimensions (3 hours)**
  - 1. The problems of self regulation in E-Marketing
  - 2. Privacy Issues
  - 3. Copyright and Trademark Issues
  - 4. Role of Government in E-Trade
  - 5. Global-Cultural conflicts in E-Marketing
- M. Technological Issues in E-Marketing (2 hours)**
  - 1. Multimedia and bandwidth issues
  - 2. Database Marketing
  - 3. Content Filtering
  - 4. Transaction Security Issues
  - 5. Agent Technologies and their applications

**Final Exam (2 hours) will be administered during the final exam week**

#### **IV. Evaluation Methods**

The overall grade for the course will be based on:

Two tests during the semester	40%
Final Examination	30%
Three assignments/written case studies (in groups of two)	30%

Grades will be assigned as follows: A: 90%+, B: 80%-89%, C: 70%-79%, D: 60-70%; F: Below 70%.

#### **V. Required Textbook**

Strauss, Judy and Raymond Frost, E-Marketing, Prentice Hall, 2000.

#### **VI. Special Resource Requirements**

Classroom must be equipped with Internet access and display capabilities for the teacher. Students must have access to Internet for 2 hours per week outside of class hours.

#### **VII. Bibliography**

Chase, Larry, Essential Business Tactics for the Net, John Wiley & Sons, 1998.

Coupey, Eloise., Marketing and the Internet: Conceptual Foundations, Prentice Hall, 2001.

Hanson, Ward, Principles of Internet Marketing, South-Western College Publishing, 2000.

Reedy, J., Schullo S., and Zimmerman, K., Electronic Marketing, Hartcourt College Publishers, 2000.

Tapscott, Don, The Digital Economy: Promise and Peril in the Age of Networked Intelligence, McGraw-Hill, 1996.

Turban, E., Lee, J., Kind, D., and Chung M., Electronic Commerce: A Managerial Perspective, Prentice Hall, 2000.

Vassos, Tom., Strategic Internet Marketing, Que Corporation, 1996.

## Course Analysis Questionnaire

### A. Details of the Course

- A1. This course will be an elective for Marketing Majors. It is not intended for inclusion in Liberal Studies program.
- A2. No changes in any other courses or programs in the department are required.
- A3. This course was offered as a Special Topic during Spring 2000 and Fall 2000. Average class size was 35 and current marketing students have requested the course be offered again.
- A4. The course is not intended to be dual level.
- A5. This course is not to be taken for variable credit
- A6. Similar courses are offered in a number of marketing programs. For more detail please refer to:  
<http://equinox.unr.edu/homepage/jstrauss/prenhall/syllabi.html>  
<http://nsns.com/Syllabits/mar/hiway.html>  
Catalog descriptions and course syllabi can be found in the above.
- A7. No specific recommendation for mandatory inclusion of this type of a course by an accreditation authority or professional society. However, due to the increasing importance of E-commerce in the global economy, most major marketing programs in the country have a similar course.

### B. Interdisciplinary Implications

- B1. One instructor will teach this course.
- B2. This course does not overlap with any other course currently offered.
- B3. Necessary seats will be reserved for students from School of Continuing Education upon their request.

### C. Implementation

- C1. No new faculty resources are needed to teach this course. This elective course will be offered once a year.
- C2. Other Resources
  - a. No new space allocation requirements needed.
  - b. Classroom with needed equipment and Internet connectivity available.
  - c. No special Laboratory or supplies needed.
  - d. Internet based research sources are adequate.
  - e. No travel funds needed.
- C3. No grant funds are involved in this course.
- C4. This course is expected to be offered once a year.
- C5. One section of the course will be offered at a time.
- C6. Maximum of 35 students can be accommodated.
- C7. No limitations by our professional accreditation authority on the enrollment limitations on this type of course.

### D. Miscellaneous

Integrating the Internet into business strategy and practice is one of the most significant trend in recent times and this course will be essential for our Marketing majors in preparing for their professional future.

## CATALOG DESCRIPTION

### MKTG 439 Internet Marketing

(3c-0l-3sh)

**This course presents a strategic framework for developing marketing strategies on the Internet. Extends the Marketing Mix framework to E-Commerce using current theories and applications in online product, online pricing, web based marketing communication and distribution strategies. Other topics include marketing research on the Internet, electronic retailing, Internet based customer relationship management and legal-ethical dimensions of e-marketing.**

**Prerequisites: MKTG 320**

(From: NYU Catalog)

<p><b>Internet Marketing</b> C55.0045 -- 1.5 points.</p> <p>  F99   Sp00  </p> <p>Prerequisites: C55.0001 and junior standing.</p>	<p>Gives students a framework for creating marketing and product development strategies through an examination of the Internet companies and suppliers, and the rapidly developing on-line industry. The focus is on the major players in this newly created industry, analyzing their positioning in the marketplace and examining their performance for leading Fortune 500 customers. In this context, consumer activity, research evaluation, revenue potential, and future trends in the media are also explored.</p>
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<p><b>Globalization of the Entertainment Industry</b> C55.0046 -- 1.5 points.</p> <p>  F99  </p> <p>Prerequisites: C55.0001 and junior standing.</p>	<p>This course will provide students with a framework for understanding the dimensions of globalization achieved by the Media and Entertainment companies and their system for expansion worldwide. The course will selectively cover movies, home video, network broadcast in TV and radio, music, cable, live entertainment, legitimate theater, sports, and theme parks and their development in the major countries worldwide.</p>
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<p><b>Sports Marketing</b> C55.0047 -- 1.5 points.</p> <p>  Sp00  </p> <p>Prerequisites: C55.0001 and junior standing.</p>	<p>The business of sports has become a persistent and integral part of our economy, specifically in the multi-media and entertainment arena. This is a specialized course for the MBA student interested in expanding knowledge of the sports industry as a business and a world economic force. Provides students with a framework for understanding the scope of the sports business across the various leagues, the venues, the athletes and their relationship to internal and external factors, the infrastructure, the professional-support system and the marketing applications that drive this complex and growing multibillion dollar industry.</p>
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<p><b>Marketing Financial Services</b> C55.0050 -- 3.0 points.</p> <p>Prerequisites: C55.0001 and junior standing.</p>	<p>An applied course on marketing in the financial services sector. Students evaluate the mission, segmentation, positioning and product/service mix strategies of major companies by examining their communications and distribution programs including web-sites. Instead of examining cases, students make weekly applications of services marketing tools that become a format for discussion and class analysis.</p>
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<p><b>Strategic Marketing Planning and Management</b> C55.0055 -- 3 points.</p> <p>  F99   Sp00  </p> <p>Prerequisites: C55.0001, two advanced marketing courses, and junior standing.</p>	<p>Develops the role and functions of marketing management in total corporate activities. Stresses the integration of product, consumer, research, distribution, promotion, budget, and marketing campaign feedback into a managerial framework. Considers the application of marketing resources to marketing opportunity within the framework of the marketing concept. The emphasis is on marketing planning and decision making and the use of data to assist the decision-maker. Case problems are analyzed in depth.</p>
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<p><b>International Marketing</b></p>	<p>Examines the specific issues involved in entering overseas markets and</p>
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