

Appr. 3-7-06

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		04-65a	05-5a	App-4/22/08

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Marketing	Phone 7-2522

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☒ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change		
MKTG 439 Internet Marketing <u>Current Course prefix, number and full title</u>	MKTG 439/539 Internet Marketing <u>Proposed course prefix, number and full title, if changing</u>	
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.		
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other		
<u>Current program name</u> <u>Proposed program name, if changing</u>		
4. Approvals		
Department Curriculum Committee Chair(s)	R. K. Garg	March 2, 2005
Department Chair(s)	RAJENDAR GARG	4 Mar 05
College Curriculum Committee Chair		4 MAR 05
College Dean	Rebel Carg	3/8/05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	Gail Sedquist	3-7-06

* where applicable

Received

FEB 24 2006

Liberal Studies

MAR - 3 2005

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 (3 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 (3 hours)
 1. Multimedia and bandwidth issues
 2. Database Marketing
 3. Content Filtering
 4. Transaction Security Issues
 5. Agent Technologies and their applications

Final Exam will be administered during the final exam week

IV. Evaluation Methods

For Undergraduate Students:

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

For Graduate Students:

Two tests during the semester	30%
Final Examination	20%
Three assignments/written case studies (in groups of two)	20%
Synthesis paper of current research in a subtopic of the field	10%
Research Project Report	20%

Research Project Report (For Graduate Students only):

Graduate students will conduct an exploratory survey research to test some simple hypothesis on online buyer behavior based the theories/models discussed in class and present their findings in a research report. An example would be: Women are more likely to be apprehensive of credit card fraud during internet shopping than men.

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

Attendance Policy:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussions and exercises is critical for achieving course objectives.

V. Required Textbook

Strauss, Judy, Adel El-Ansary and Raymond Frost, E-Marketing, 4th Edition, Prentice Hall, 2006.

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

Books:

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, Efarim, Dave King, and Dennis Viehland, Electronic Commerce: A Managerial Perspective, Prentice Hall, 2006.

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

Journal Articles:

1. Why do people avoid advertising on the internet? By: Chang-Hoan Cho; Cheon, Hongsik John. **Journal of Advertising**, Winter 2004, Vol. 33 Issue 4, p89-98.
2. Monitoring and measuring digital influence. By: Bernstein, Andrew. **Public Relations Tactics**, Jan 2005, Vol. 12 Issue 1, p13-15.
3. A new model of marketing. By: Court, David C.. **McKinsey Quarterly**, 2004 Issue 4, p4-8.
4. What Americans like about being online. By: Stafford, Thomas F.; Gonier, Dennis. **Communications of the ACM**, Nov 2004, Vol. 47 Issue 11, p107-13.
5. Online ads coming of age. By: Doonar, Joanna. **Brand Strategy**, Nov 2004 Issue 187, p24-27.
6. Strategic Responses to New Technologies and Their Impact on Firm Performance. By: Lee, Ruby P.; Grewal, Rajdeep. **Journal of Marketing**, Oct 2004, Vol. 68 Issue 4, p157-172.
7. Recruitment for online access panels. By: Göritz, Anja S.. **International Journal of Market Research**, 2004 Quarter 4, Vol. 46 Issue 4, p411-426.
8. The Effects of Web Operational Factors on Marketing Performance. By: Yuan-shuh Lii; Lim, Hyung J.; Tseng, L. P. Douglas. **Journal of American Academy of Business**, Cambridge, Sep 2004, Vol. 5 Issue 1/2, p486-495.
9. Modeling Purchase Behavior at an E-Commerce Web Site: A Task-Completion Approach. By: Sismeiro, Catarina; Bucklin, Randolph E.. **Journal of Marketing Research**, Aug 2004, Vol. 41 Issue 3, p306-324.
10. A comparison of response characteristics from web and telephone surveys. By: Roster, Catherine A.; Rogers, Robert D.; Albaum, Gerald; Klein, Darin. **International Journal of Market Research**, 2004 Quarter 3, Vol. 46 Issue 3, p359-74.
11. Advances in e-procurement: A focus on the product/buying situation. By: Sain, Branko; Owens, Jonathan D.; Hill, Jonathan D.. **Management Services**, Jun 2004, Vol. 48 Issue 6, p10-16.
12. Pricing convergence between dot.coms and hybrids: Empirical evidence from the online toy market. By: Fang-Fang Tang; Gan, Lydia. **Journal of Targeting, Measurement & Analysis for Marketing**, Jun 2004, Vol. 12 Issue 4, p340-353.
13. A Mixture Model for Internet Search-Engine Visits. By: Telang, Rahul; Boatwright, Peter; Mukhopadhyay, Tridas. **Journal of Marketing Research**, May 2004, Vol. 41 Issue 2, p206-15.
14. "Listening In" to Find and Explore New Combinations of Customer Needs. By: Urban, Glen L.; Hauser, John R.. **Journal of Marketing**, Apr 2004, Vol. 68 Issue 2, p72-88.
15. The influence of virtual direct experience (VDE) on on-line ad message effectiveness. By: Griffith, David A.; Qimei Chen. **Journal of Advertising**, Spring 2004, Vol. 33 Issue 1, p55-69.
16. Pushing and Pulling on the Internet. By: Kumar, V.; Shah, Denish. **Marketing Research**, Spring 2004, Vol. 16 Issue 1, p28-36.
17. Internet Technology as a Tool in Customer Relationship Management. By: Ab Hamid, Noor Raihan; Kassim, Norizan. **Journal of American Academy of Business**, Mar2004, Vol. 4 Issue 1/2, p103-110.
18. Digital Content Marketing: A Literature Synthesis. By: Koiso-Kanttila, Nina. **Journal of Marketing Management**, Feb 2004, Vol. 20 Issue 1/2, p45-66.
19. Measurement of Service Quality in Internet Banking: The Development of an Instrument. By: Jayawardhena, Chanaka. **Journal of Marketing Management**, Feb 2004, Vol. 20 Issue 1/2, p185-208.
20. Customer relationship building on the internet in B2B marketing: a proposed typology. By: Harrison-Walker, L. Jean; Neeley, Sue E.. **Journal of Marketing Theory & Practice**, Winter 2004, Vol. 12 Issue 1, p19-36.
21. Does Culture Matter?: Identifying Cross-national Dimensions in Japanese Multinationals' Product-based Websites. By: Okazaki, Shintaro. **Electronic Markets**, Jan 2004, Vol. 14 Issue 1, p58-70.
22. Executive Insights: Use of the Internet in International Marketing: A Case Study of Small Computer Software Firms. By: Moen, Øystein; Endresen, Iver; Gavlen, Morten. **Journal of International Marketing**, 2003, Vol. 11 Issue 4, p129-50.
23. Internet Pricing, Price Satisfaction, and Customer Satisfaction. By: Yong Cao; Gruca, Thomas S.; Klemz, Bruce R.. **International Journal of Electronic Commerce**, Winter 2003, Vol. 8 Issue 2, p31-46.
24. Marketing online banking services: The voice of the customer. By: Sarel, Dan; Marmorstein, Howard. **Journal of Financial Services Marketing**, Dec 2003, Vol. 8 Issue 2, p106-19.
25. Investigating Internet Channel Opportunities And Challenges: Managers' Experiences Across Five Industries. By: Rohm, Andrew J.; Milne, George R.. **Journal of Managerial Issues**, Winter 2003, Vol. 15 Issue 4, p467-486.

Course Analysis Questionnaire (UWUC format)

A. Details of the Course

- A1. This course at the 400 level is currently an elective for undergraduate Marketing Majors and at the 500 level will serve as one of the electives in the Marketing Concentration of the MBA Program. It is not intended for inclusion in Liberal Studies program. The 400 level version of this course has been approved and is currently in the undergraduate catalog.
- A2. No changes in any other courses or programs in the department are required.
- A3. This course was offered as a Special Topic at the 500 level during Fall 2004 for MBA students. It was offered as a dual level special topic earlier with average class sizes of 20-25.
- A4. The course is now being revised for dual level offering.
- 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>
See attachment for sample course descriptions from other universities for similar course
- 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 and MBA Programs in the country have a similar elective 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 and MBA students with Marketing Concentration in preparing for their professional future.

Syllabus of Record

MKTG 439 Internet Marketing
MKTG 539 Internet Marketing

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

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

Prerequisite: MKTG320 or equivalent

I. Catalog Description

Prerequisite: MKTG 320

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. Students use Internet-based on-line marketing cases.

II. Course Outcomes:

Students will be able to:

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

In addition to the above Graduate students in this course will be able to:

6. Show familiarity and knowledge of current theoretical and applied research in the field of Internet Marketing
7. Demonstrate the ability to carry out a basic conceptual or applied research project in Internet Marketing field.

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)