

**Lock Haven University of Pennsylvania
Lock Haven, Pennsylvania**

Business Administration, Computer Science, and Information Technology

Internet Marketing and e-Commerce

I. Introductory Information

- A. **Department Name:** Business Administration, Computer Science, and Information Technology
- B. **Department Catalog Number:** MRKT3XX
- C. **Course Title:** Internet Marketing and e-Commerce
- D. **Semester Hours of Credit:** 3
- E. **Clock Hours per Week:** 3
- F. **Overlays:** None
- G. **Restrictions Upon Student Enrollment:** The course is restricted to students who have completed MRKT200.

II. Description of the Course

Introduces internet marketing as a rapidly changing tool in marketing. Students examine successful models for online businesses, learn in what situations each is applicable and learn strategic marketing methods for each model. In addition to theory, there is a strong applications component to this course, including email, landing pages, autoresponders, web-generated databases, search and banner ads, and metatags that make web pages more attractive to search engine spiders.

III. Exposition

A. Objectives:

Upon completion of this course, students will be able to do the following:

1. Demonstrate knowledge of internet marketing, including its advantages and disadvantages over non-internet marketing.

2. Apply knowledge of internet marketing to the advantage of a business or non-profit organization.
3. Conduct internet market research studies, as well as conduct market testing of website and email marketing materials.
4. Apply knowledge of internet privacy and security issues to both protect and reassure e-Commerce customers.
5. Develop an e-marketing plan for a business or non-profit organization.
6. Demonstrate awareness of the speed of e-marketing changes and the skills necessary to keep current.

B. Activities and Requirements:

1. Participate in classroom discussions and group projects.
2. Analyze case studies.
3. Complete and submit application projects in each of the following areas:
 - a. Landing page design
 - b. Search advertising
 - c. Promotional copy testing
 - d. Search engine optimization
 - e. Develop an e-commerce marketing program and website for a local non-profit or college club

C. Major Units and Time Allotted:

- | | |
|--------------------------------------------------------------|------------------|
| 1. Internet marketing today / an overview | (3 hours) |
| 2. Internet value chains, business models and strategies | (12 hours) |
| 3. The Internet consumer and customer acquisition strategies | (6 hours) |
| 4. Customer relationship development, service and support | (6 hours) |
| 5. Developing and maintaining effective websites | (6 hours) |
| 6. Measuring and evaluating web marketing programs | (6 hours) |
| 7. Social and regulatory issues, privacy and protection | (3 hours) |
| 8. Leveraging internet marketing, and future trends | <u>(3 hours)</u> |

Total 45 hours

D. Materials and Bibliography

1. Suggested Textbooks

- Hanson, W., & Kalyanam, K. (2006). *Internet Marketing and e-Commerce*, 1st Edition. South-Western College.
- Mohammed, R. A., Fisher, R. J., Jaworski, B. J., & Paddison, G. J. (2008). *Internet Marketing*, 2nd Edition. McGraw-Hill/Irwin.
- Roberts, M. L. (2008). *Internet Marketing*, 2nd Edition. Thomson.
- Strauss, J., El-Ansary, A., & Frost, R. (2005). *e-Marketing*, 4th Edition. Pearson Prentice Hall.

2. Other Materials

None

3. Bibliographic Support

- Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the total customer experience. *Sloan Management Review*, Spring, 85-89.
- Chesbrough, H. & Rosenbloom, R. S. (2002). The role of the business model in capturing value from innovation: Evidence from Xerox Corporation's technology spin-off companies. *Industrial and Corporate Change*, 11(3), 533-534.
- Dahn, E., & Srinivasan, V. (2001). The predictive power of Internet-based product concept testing using visual depiction and animation. *Journal of Product Innovation Management*, 17(2), 105.
- Davenport, T. H., & Harris, J. G. (2005). Automated decision making comes of age. *Sloan Management Review*, 46(4), 84.
- Deighton, J. (1998). The right to be let alone. *Journal of Interactive Marketing*, 12(2), 3.
- Dommeyer, C. J., & Gross, B. L. (2003). What consumers know and what they do: An investigation of consumer knowledge, awareness and use of privacy protection strategies. *Journal of Interactive Marketing*, 17(2), 34-51.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in a hypermedia computer-mediated environment: Conceptual Foundations. *Journal of Marketing*, 60(July), 50-68.
- Hughes, A. M. (2000). How the Safeway savings club built loyalty. *Journal of Database Marketing*, 7(3), 216.
- Hurwicz, M. (2000). Streaming media gets down to business. *Network Magazine*, October 5.
- Iansiti, M. & MacCormack, A. (1997). Developing products in Internet time. *Harvard Business Review*, September-October, 108-117.
- Johnson, B. (2005). Marketing to American luddites. *Ad Age Online*, March 7.

- Kesmodel, D. (2005). When the cookies crumble. *The Wall Street Journal Online*, September 12.
- Marshall, J. J., Christner, R. S., & Almasy, E. (1999). The real point of going digital. *Mercer Management Journal*, 11, 38.
- Milne, G. R., & Culnan, M. J. (2004). Strategies for reducing online privacy risks: Why consumers read (or don't read) online privacy notices. *Journal of Interactive Marketing*, 18(3), 22.
- Nielsen, J., Molich, R., Snyder, C., & Farrell, S. (2001). *E-Commerce User Experience*. Fremont, CA: Nielsen Norman Group. P. 337.
- Oliver, R. (1999). Whence customer loyalty. *Journal of Marketing*, 63, 33-44.
- Oser, K. (2004). Old-line marketers drive new surge in online ad spending. AdAge.com, May 26.
- Porter, M. E. (2001). Strategy and the Internet. *Harvard Business Review*, 79, 63-78.
- Rigby, D. K., Reichheld, F. F., & Schefter, P. (2002). Avoid the four perils of CRM. *Harvard Business Review*, February, p. 9.
- Sheehan, K. B., & Hoy, M. G. (2000). Dimensions of privacy concern among online consumers. *Journal of Public Policy & Marketing*, 19(1), 62-73.
- Smith, D. (2000). There are myriad ways to get personal. *Internet Week*, May 15.
- Sultan, F., & Rohm, A. (2005). The coming era of "Brand in the Hand" marketing. *Sloan Management Review*, 47(1), 83-90.
- Tapscott, D., Ticoll, D., & Lowy, A. (2000). *Digital Capital: Harnessing the Power of Business Webs*. Boston: Harvard Business School Press. p. 69.
- Williamson, D. A. (2004). What comes before search? *E-Marketer White Paper*, September.
- Journals, Websites, and E-zines: Mequoda.com, MarketingSherpa.com, ClickZ.com, e-Marketer.com, *Journal of Interactive Marketing*, *Journal of Direct Marketing*, *Business Week*, *Forbes*, *Fortune Magazine*, *Harvard Business Review*, *New York Times*, *Wall Street Journal*, *Washington Post*, *Advertising Age*.

IV. Standards

Evaluation will be based on grades achieved on examinations, class participation, and assignments.

V. Rationale and Impact

- A. This proposed course is designed to provide business students with the background and knowledge necessary to recognize, understand, and create effective Internet marketing.

As consumers move online and buy online in ever increasing numbers, marketers have had to learn new skills and develop new tools for reaching them. Students will learn what business models work on the Internet, and how best to market each. This course will

teach how Internet consumers differ in their goals and preferences from offline consumers – even when they are the same people. Students will learn effective marketing website and landing page design, permission-based marketing as it applies to emails and websites, search engine marketing including optimization and paid-search, and how to both comply with the Internet culture of giving away quality information for free and profit from the relationships that can build. This course will also introduce students to a variety of no-cost or low-cost tools that will enable them to increase profitability. These include website stats, visitor tracking software, eye-tracking studies, and Taguchi-style multivariate testing which has recently become affordable for the smallest companies. Students will also learn the dangers in online marketing and how to protect both themselves and their customers.

In the year 2000 approval was granted for a marketing concentration, to accommodate a growing number of students who are requesting marketing and to make LHUP attractive to high school students interested in marketing careers. In 2007 marketing faculty was hired to further this goal. This course proposal is the second upper level marketing course to be added. Many companies hiring junior level marketers expect them to bring to the company the Internet marketing knowledge that others in the company are less likely to have. A survey of Chief Marketing Officers quoted in Robert (2008) found 64% place a high or very high importance on digital marketing, while just 9% placed little or no importance on it.

Knowledge of internet marketing is even more advantageous for companies in rural and semi-rural areas. These areas lack sufficient numbers of buyers to sustain more than a few businesses types. By understanding online marketing, graduates will be able to live in their preferred areas yet market to the entire country or even the world. Further, the lower costs of launching Internet businesses make them most appropriate for young entrepreneurs without enough cash to launch a traditional business.

- B. The course is designed for junior/senior level students who have completed the principles course in marketing. Enrollment is open to all students who meet the prerequisites. It will serve as a major elective for students in Business Administration. It will become a core requirement in the Marketing concentration once the concentration is developed.
- C. The course will have no impact on other departments.

VI. Cost and Staff Analysis

- A. This is a new course and will be taught with existing faculty. Any needed software resources will be covered in departmental budgets. It will have no additional impact on University resources.
- B. The course will be offered every two years.

VII. Date Approved by University President:

Signature

Date