

**ECIS 562    Global Internet Marketing**  
**Seattle University    Spring 2009**

**Instructor:** Dr. Peter Raven, Marketing Department

**Class:** PGT 304

**Time:** 6 pm-8:40

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**Office Hours:** Thursday 3:30-5:30 pm

**Text:** Roberts, Mary Lou (2008), *Internet Marketing*, 2<sup>nd</sup> edition, Thomson.

You may purchase the text online at: <http://atomicdog.com/>

**Course Description:** Electronic commerce refers to emerging facilities for exchanging value between consenting parties using computer and communication technologies such as the Internet. This course will cover the concepts, tools, and strategies for understanding and exploiting opportunities associated with electronic commerce and will focus on the global strategic aspects of marketing using the Internet. In addition, since the Internet is frequently a vehicle for new businesses, we will incorporate issues related to entrepreneurs.

Rather than referring to e-commerce, however, we will take a broader view and refer to all the business functions on the Internet (including intranets and extranets) as “e-business.” This broader term will allow us to examine uses of the Internet not limited to exchanges.

The Internet is in the process of dramatically altering the way business is conducted on both a local and a global basis. Among other things, it is making it possible to change the way organizations conduct business, provide customer service, interact with internal and external stakeholders, advertise, develop products, build brands, generate new prospects, monitor the marketplace, and distribute products and services.

Will the Internet remain a viable way of doing business in the future? Many of us think so. In fact, many of the uses of the Internet are still being identified. The fact that the Internet is accessible globally requires us to examine the global influences and implications of our Internet strategies. No longer is the use of the Internet confined to the U.S., or even other industrialized nations. Increasingly, developing countries are utilizing the power of the Internet, especially the Web, in conducting business. As a result, innovative uses of the Internet are as likely to originate in India as they are in Indiana. Also, competition can come from anywhere in the world, requiring astute e-marketers to continually scan the Internet for their next rivals. These challenges will be discussed and analyzed in this course.

The Internet has developed into an important vehicle for electronic commerce, far surpassing private networks in terms of its impact on business practices. The Internet is in the process of dramatically altering the way business is conducted on a local and global basis. Among other things, it is making it possible to change the way organizations conduct business, provide customer service, interact with internal and external stakeholders, advertise, develop products, build brands, generate new prospects, monitor the marketplace, and distribute products and services.

**Objectives:** The course has the following broad objectives:

- Provide students a broad understanding of the technological infrastructure that is making electronic commerce possible, and its implications for marketing
- Understand how the Internet can be used for business applications and market research
- Effective planning for e-commerce
- Develop and execute an Internet Marketing Plan
- Provide frameworks for dissecting the elements of the market exchange mechanism and associated processes that are (and will be) affected by electronic commerce and to use these frameworks to identify and exploit market opportunities.
- To offer perspectives on why and how the value creation and value delivery processes in various industries (e.g., finance and banking, leisure and travel, supermarket, advertising, hi-tech firms, autos) are being transformed by electronic commerce.
- To identify and articulate the key management issues which arise in implementing electronic commerce strategies within organizations.
- To provide an understanding of the legal (e.g., taxation, intellectual property), security, and privacy issues that define the environment within which electronic commerce will be conducted.
- To help students to develop skills to use the new medium and environment to update their knowledge of electronic commerce (i.e., to learn "how to learn").

We will use a combination of lectures, case discussions, and guest presentations to make the course challenging, accessible, and exciting. However, this is also a "hands-on" class and many assignments will be accomplished via the Internet.

**Laptop Policy-** Laptops may be used in class only when required for the class session. When not in direct use, the screen should be closed. Checking email or surfing the Internet during class is unacceptable, as it disturbs both classmates and instructor.

**Evaluation:**

Your grade will be determined by your performance on the assignments, weighted as follows:

<b>Type</b>	<b>Weight (%)</b>
Case Analysis	10
In-class Exercises and Participation	15
Article Presentation	5
Research Project	15
Marketing Strategy Project	
Oral Presentation	10
Written Report	30

Case Analyses: One case write-up is required, counting 10% toward the final grade. However, all cases should be prepared for discussion. Cases will be available in a packet in the bookstore.

Write-ups will be no longer than three pages and should follow the guidelines for case analysis on the class Web site.

In-Class Exercises: Periodically there may be hands-on in-class exercises designed to reinforce the material under discussion. Active participation in each class is assumed. You will be noticeable by your absence and if you do not participate in class discussion. I encourage thoughtful participation and would rather see quality over quantity.

Current Article: Each student will have an opportunity to discuss a current article of interest to the class. The article should address an issue relevant to Global Internet Marketing/e-commerce. Each student will give a short presentation of the article, **lead** a discussion, and write a one-page paper integrating the article with concepts and points of discussion of the day. The written portion should be emailed to me and I will put it on the Angel site for others to review. Both the presentation/discussion and written report will be evaluated for this portion of the grade.

Research Project: Individuals will be asked to conduct independent research on a Global Internet Marketing related topic. Two approaches are acceptable, with others by permission. In one approach, the Global Internet marketing strategies of two companies are analyzed, compared, and the success of their strategies reviewed. In this case, a "compare and contrast" approach is encouraged.

Another acceptable approach is to research a specific Global Internet Marketing topic of interest. Topics may include such areas as Global Internet Pricing Strategies, Global Ad Effectiveness Metrics, Best Web Marketing Practices, localizing Web sites, or others.

This report should be 4-6 pages (not including appendices) and the appendices should include examples of Web pages illustrating points made in the text of the report. See the class Web site for details regarding citations and reference formats. I am picky about correctly citing and properly referencing sources and do not want to fail anyone for plagiarism.

Global Internet Marketing Strategy Project: This is a team project in which your team will learn about a company in some depth and develop a global Internet marketing plan for that company. This will be a comprehensive research project in which your team will do at least the following:

- 1) Develop an understanding of the company, its mission, objectives and goals, product lines, and current markets
- 2) Develop a global strategy for Internet marketing/e-commerce of the firm and its products/services on the Internet. This strategy may or may not be consistent with its current strategy.
- 3) Your team will report to the class in an oral presentation, which will be graded by both the class and the instructor.
- 4) The team will also write a formal report targeted to the Vice President of Global Marketing (your instructor) and the client. The formal written report will be professional in appearance and content and will be completely documented with proper citations and references. The report should be 15-20 pp. in length, not including tables and appendices. Individual team members will be evaluated by peer reviews. Therefore, it is important for each member to contribute to the overall team project to the best of their abilities. **PLEASE NOTE**: if your team is working with an existing firm (strongly recommended), it is imperative that the instructor reviews

the report at least a week before it is presented to the firm. Also, if there is any concern about confidentiality of proprietary information, a non-disclosure agreement may need to be signed by both team and faculty. The firm should clear proprietary information before it is presented to the class.

### Schedule of Activities

<u>Date</u>	<u>Topics</u>	<u>Text</u>	<u>Case</u>
April 2	Introduction to Internet Marketing	Chapter 1	
April 9	Internet Value Chain/Business Models and Strategies	Chapters 2-3	
April 16	Data base foundations/ Understanding the Internet Consumer	Chapters 4-5	Anduro Marketing
April 23	Customer Acquisition: Brand Development / Search and Email	Chapters 6-7	Henderson Bas
April 30	Customer Relationship Management / Customer Service	Chapter 8-9	
May 7	Developing Effective Web Sites	Chapter 10	
May 14	Measuring Web Marketing	Chapter 11	
May 21	Social and Regulatory Issues	Chapter 12	Molson
May 28	Leveraging Marketing Knowledge	Chapter 13	Etrip
June 4	The Future	Chapter 14	
June 11	Team Presentations		

Some Links:

Internet Traffic Report: <http://www.internettrafficreport.com/main.htm>

Webscale: <http://www.webscale.com/>

Internet Population: [http://www.clickz.com/stats/sectors/geographics/article.php/5911\\_151151](http://www.clickz.com/stats/sectors/geographics/article.php/5911_151151)

Nielsen Ratings: [http://www.netratings.com/news.jsp?section=dat\\_to](http://www.netratings.com/news.jsp?section=dat_to)

Usage Stats: <http://www.internetworldstats.com/stats.htm>

Pervasive Computing: <http://www-306.ibm.com/software/pervasive/tech/>