

e-Marketing and Distribution

SCHOOL OF BUSINESS

Course Number: MKT2221	Contribution to Program: Vocational Core	Normative Hours: 60
Applicable Program(s): 0214E01FWO Business - Marketing	AAL: 4	Approval Date: 19/12/2008
Prepared by: William Garbarino Professor and Marketing Program Coordinator		Approved by: Jim Kyte Acting Chair
Co-Requisites N/A		Approved for Academic Year: 2008-2009
Pre-Requisites N/A		

COURSE DESCRIPTION

The course examines the significant impact that e-business and e-marketing approaches are having on overall marketing strategy and execution. The large scale commercial use of the Internet plus corporate Intranets and Extranets in combination with a number of collaborative software platforms is allowing marketers to engage customers in innovative and cost effective ways not practical in the past. The course also focuses on how to integrate traditional marketing and e-marketing channels to create an effective distribution model. Students will explore the various distribution channels and tools within the supply chain that can be used to service customers, manage partners, and ensure the timing delivery of products and services. The major project for this course will be integrated with the marketing planning project that all Level 04 students will work on for their industry client.

RELATIONSHIP TO VOCATIONAL LEARNING OUTCOMES

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

Business - Marketing 0214E01FWO

3	Contribute to the development of strategies for the efficient and effective distribution of products, concepts, goods, and services. (T,A,CP)
7	Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (A)
8	Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (A)
9	Analyze the viability of marketing products, concepts, goods, or services in an international market or markets. (A)
10	Participate in conducting market research to provide information needed to make marketing decisions.(A)
13	Apply the principles of business ethics and corporate social responsibility.(A)
15	Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.(T,A,CP)

ESSENTIAL EMPLOYABILITY SKILLS

The course contributes to your program by helping you achieve the following Essential Employability Skills:

1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.(A)
2	Respond to written, spoken or visual messages in a manner that ensures effective communication.(A)
4	Apply a systematic approach to solve problems.(T,A)
5	Use a variety of thinking skills to anticipate and solve problems.(T,A)
6	Locate, select, organize and document information using appropriate technology and information systems.(A)
7	Analyze, evaluate and apply relevant information from a variety of sources.(A)
8	Show respect for diverse opinions, values, belief systems and contributions of others. (A)
9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A)
10	Manage the use of time and other resources to complete projects.(A)
11	Take responsibility for one's own actions, decisions and consequences.(A)

COURSE LEARNING REQUIREMENTS/EMBEDDED KNOWLEDGE AND SKILLS

COURSE LEARNING REQUIREMENTS When you have earned credit for this course, you will have demonstrated the ability to:	EMBEDDED KNOWLEDGE AND SKILLS
<p>1. Develop and design appropriate marketing channels of distribution for a given business situation.</p>	<ul style="list-style-type: none"> • Understand the elements of a marketing distribution system <p>Appreciate the possible roles of marketing channels in marketing strategy</p> <p>Appreciate the benefits and issues associated with using the internet as a marketing channel</p> <p>Develop marketing channel strategies which fit with the firm's overall marketing strategy, including electronic channels, as appropriate</p> <p>Assess the impact of target market, product intermediary, company, environmental and behavioral variables on channel design decisions</p> <p>Be aware of pricing issues which arise in marketing channels</p> <p>Use promotional programs in the marketing channel to increase overall marketing effectiveness</p> <p>See the interrelationship of a marketing channel decisions on the other elements of the marketing mix</p>
<p>2. Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing.</p>	<ul style="list-style-type: none"> • Understand the concept of supply chains and supply chain management and how e-business impacts these <p>Understand what is encompassed in logistics and the difference between logistics and marketing channels</p> <p>Appreciate how supply chains and logistics are related</p> <p>Understand the difference between e-business and e-marketing</p>
<p>3. Examine the main e-business components</p>	<ul style="list-style-type: none"> • Interrelationship of supply chain and e-business <p>High level e-business architecture including main internal systems (ERP and security)</p> <p>High level appreciation of main buy side (procurement) and sell side (payment) systems</p> <p>E-Marketing applications including CRM and BI</p>
<p>4. Recognize the value of e-marketing tools and techniques</p>	<ul style="list-style-type: none"> • Develop an understanding of the various e-marketing tools and techniques including banner ads, interstitials, superstitials, email marketing, web sites, search engines, etc. <p>Learn about the appropriateness of different e-marketing techniques for given marketing situations</p>

LEARNING RESOURCES

<p>There is no required text for this course</p> <p>Reference Texts include:</p> <ul style="list-style-type: none"> - E-Business: A Canadian Perspective for a Networked World, 2nd edition, Trites, Boritz, and Pugsley, Pearson Education Canada 2006. ISBN: 0-13-127179-2 - Marketing Channels, 7th Edition, B Rosenbloom, Thomson Nelson, ISBN: 0-324-18693-2 - Various materials including cases, URLs and papers as provided through the course
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LEARNING ACTIVITIES

<p>During this course, you are likely to experience the following learning activities:</p> <p>During this course you are likely to experience:</p> <ul style="list-style-type: none"> - Extensive individual reading and exercise preparation using on-line resources, industry articles, etc. - Guest Speakers from industry - Sharing information during in-class sessions and in a group setting

- Discussion board assignments
- Topic presentations by students
- Lectures, group discussions, case studies and group project work
- Mid-term and final examination evaluations

EVALUATION/EARNING CREDIT

The following will provide evidence of your learning achievements:	This activity validates the following Course Learning Requirements and/or Essential Employability Skills:
Mid-Term Exam (20%)	<ul style="list-style-type: none"> • Develop and design appropriate marketing channels of distribution for a given business situation. - [CLR 1] • Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing. - [CLR 2] • Recognize the value of e-marketing tools and techniques - [CLR 4] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5]
Final Exam (30%)	<ul style="list-style-type: none"> • Develop and design appropriate marketing channels of distribution for a given business situation. - [CLR 1] • Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing. - [CLR 2] • Examine the main e-business components - [CLR 3] • Recognize the value of e-marketing tools and techniques - [CLR 4] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5]
Individual Assignments (6 @ 2% each = 12%)	<ul style="list-style-type: none"> • Develop and design appropriate marketing channels of distribution for a given business situation. - [CLR 1] • Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing. - [CLR 2] • Examine the main e-business components - [CLR 3] • Recognize the value of e-marketing tools and techniques - [CLR 4] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Manage the use of time and other resources to complete projects. - [EES 10] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]
In-class participation and contribution (8%)	<ul style="list-style-type: none"> • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2]

	<ul style="list-style-type: none"> • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8] • Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]
<p>Group Project Client Channel Plan - 1st deliverable (10%)</p>	<ul style="list-style-type: none"> • Develop and design appropriate marketing channels of distribution for a given business situation. - [CLR 1] • Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing. - [CLR 2] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8] • Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9] • Manage the use of time and other resources to complete projects. - [EES 10] • Take responsibility for one's own actions, decisions and consequences. - [EES 11]
<p>Group Project Client Channel Plan - final deliverable (20%)</p>	<ul style="list-style-type: none"> • Develop and design appropriate marketing channels of distribution for a given business situation. - [CLR 1] • Understand the differences and interrelationship of: e-business, supply chain, marketing channels, logistics and e-marketing. - [CLR 2] • Recognize the value of e-marketing tools and techniques - [CLR 4] • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1] • Apply a systematic approach to solve problems. - [EES 4] • Use a variety of thinking skills to anticipate and solve problems. - [EES 5] • Locate, select, organize and document information using appropriate technology and information systems. - [EES 6] • Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7] • Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8]

- Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9]
- Manage the use of time and other resources to complete projects. - [EES 10]
- Take responsibility for one's own actions, decisions and consequences. - [EES 11]

COLLEGE GRADING NUMERICAL EQUIVALENT TABLE

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90-100%	4.0	C+	67-69%	2.3
A	85-89%	3.8	C	63-66%	2.0
A-	80-84%	3.6	C-	60-62%	1.7
B+	77-79%	3.3	D+	57-59%	1.4
B	73-76%	3.0	D	53-56%	1.2
B-	70-72%	2.6	D-	50-52%	1.0
			F	0-49%	0
			FSP	0	0

OTHER COURSE INFORMATION

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

PRIOR LEARNING ASSESSMENT AND RECOGNITION

In order to qualify to use the PLA challenge for this course a student must have a minimum of 3 years industry experience in e-marketing and marketing channel management. Qualified students will be required to complete a project assignment and submit a project report, and write a final exam challenge test.

RELATED INFORMATION

The following information is course-specific:

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Tentative Workload Schedule

A proposed weekly workload schedule has been posted on Blackboard under Course Information

Major Project

Student must participate in both deliverables of major group project to successfully complete course

In-Class Participation and Application Work

A list of the weekly on-class application assignments will be posted on the course section Blackboard site, including mark breakdown. Student must be in attendance for a class to earn the participation and application mark associated with the class activity

Use of Blackboard

All course information including module resources, project work documents, and external web links will be posted on the course Blackboard site. Weekly announcements including due date reminder notices will be posted on Blackboard; students should check for new announcements on a daily basis. Course assessment grades will be posted within the on-line grade book .

Retain this Course Outline

It is the responsibility of the student to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Respect for Confidentiality

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on

Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publicly either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Program Coordinator

Bill Garbarino; Office Number - B444b; 613-727-4723 ext.5209; garbarw@algonquincollege.com

The following information is program-specific:**The following information is school/department-specific:****School of Business Procedures**

All programs follow College Directives including Directive A21: *Rights, Freedoms, Responsibilities and Code of Conduct for the Algonquin College Community* (<http://www.algonquincollege.com/directives/sectionA/A21.pdf>).

These Directives are located in the policy section at the back of the Student Instaguide and at: <http://www.algonquincollege.com/directives/>

The **School of Business Procedures** file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

The following information is College-wide:**Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Centre for Students with Disabilities (CSD)

If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you.

Academic Integrity

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Directives

E16 (<http://www.algonquincollege.com/directives/sectionE/E16.pdf>) and E43 (<http://www.algonquincollege.com/directives/sectionE/E43.pdf>).

Course Assessments

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities. For further details consult Algonquin College Directive E38 (<http://www.algonquincollege.com/directives/sectionE/E38.pdf>).

Use of Electronic Devices

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Directive E39 (<http://www.algonquincollege.com/directives/sectionE/E39.pdf>).

Transfer of Credit

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.