



**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

School of Business

**BUSI0066 Marketing On the Commercial Internet
MKTG3524 Internet Marketing
2016-2017, Semester 2**

COURSE SYLLABUS

I. Information on Instructors and Teaching Assistant:

Instructor:	Dr. Jayson JIA
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Teaching Assistant:	Mr. Leo Yau
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Office Location:	KK Leung Building 609
Office Hours:	By appointment (no tutorials)

II. Class Time:

Tuesday: 13:30-16:20

In addition, students must meet group members outside of classroom time to work on their group project.

III. Course General Information:

Course Description

The internet has become a central part of modern civilization and has significantly altered the shape and scope of individual consumer behavior and business practices. This course covers topics in applied internet marketing including classic e-commerce, advertising/promotion, digital consumer behavior, mobile marketing, social media strategies, and social networks.

The goal of this course is to provide an understanding of consumer behavior and marketing strategy in the digital space that stresses scientific theory and fundamental concepts and goes beyond simple tactics. The class will provide a conceptual and empirical toolkit to prepare you for future developments in marketing field. This is a seminar-style class, requiring extensive reading, classroom data analysis, and your active participation. Lectures, presentations, live demonstrations, and video pieces will be used in the class.

Course Prerequisite

This course is designed for students with a basic marketing background with an interest in digital marketing. Previous background in marketing/social science research is useful but not required. Some statistics background strongly recommended. Necessary software and analytics tools will be taught in class.

BUSI1004 Marketing / MKTG2501 Introduction to Marketing

There is no textbook. Readings (papers, articles, and cases) will be available for download online.

IV. Course learning outcomes.

CLO1: Describe the fundamental technologies and institutions on the commercial Internet.

CLO2: Examine consumers' behaviors in the online environments.

CLO3: Explain how Internet technologies can be transformed to effective marketing strategies and to capture social behavior.

CLO4: Identify and evaluate the opportunities and problems that the commercial Internet presents to marketing effort.

CLO5: Apply the knowledge and skills in analyzing cases about marketing on the commercial Internet.

CLO6: Apply the knowledge and skills by practicing online marketing plan development.

V. Course Objectives:

1. To build a conceptual understanding of the marketing science behind various online marketing techniques and tools.

2. To discuss the latest marketing strategies, methodologies, and scientific methodologies provided by the Internet.

3. To understand how Internet technologies lead to changes in marketing efforts.

4. To apply the knowledge and skills in developing Internet/digital marketing plans.

V. Programme Learning Outcomes (PLOs):

PLO1: Acquisition and internalization of knowledge of the programme discipline

PLO2: Application and integration of knowledge

PLO3: Inculcating professionalism and leadership

PLO4: Developing global outlook

PLO5: Mastering communication skills

VI. Course Learning Outcomes (CLO):

Course Learning Outcomes (CLO)	Alignment with Program Learning Outcomes* (PLO)
CLO1. Describe fundamental social science concepts, theories, and technologies on the commercial Internet	PLO1,2,4
CLO2. Examine and analyze consumers' behaviors in the online environment	PLO1,2,4
CLO3. Explain how Internet technologies can be transformed to effective marketing tactics and strategies	PLO1,2,4
CLO4. Identify and evaluate the opportunities and problems that the commercial Internet presents to marketing effort	PLO2,4
CLO5. Apply the knowledge and skills in analyzing cases about marketing on the commercial Internet	PLO2,3,4
CLO6. Apply the knowledge and skills by practicing online marketing plan development	PLO2,3,5

VII. Teaching and Learning Activities (TLA):

Teaching and Learning Activities	Expected Contact Time (approximate)	Study Load (approximate)
TLA1: Interactive Lectures with Discussions/Class Exercises	36 hrs	26%
TLA2: Homework and class presentation	20 hrs	14%

TLA3: Final Project	48 hrs	34%
TLA4: Self Study	36 hrs	26%
Total:	140 hrs	100%

TLA1: Interactive Lectures with Discussions/Class Work

- Interactive lectures will be provided by the instructor to illustrate and reinforce key marketing concepts and principles. Students are expected to have pre-class reading and preparations and encouraged to share their views and experience actively in class discussions to deepen their learning.
- Scientific research from social and data sciences and examples of company cases/ videos /applied marketing scenarios will be integrated in the lectures and class discussions. Students will be challenged to view marketing from different perspectives (e.g., consumer, company, competitors) to enhance their critical thinking skills.
- Individual and group exercises during class time will be conducted to develop and reinforce theoretical understanding of material.
- These will focus on developing a deeper understanding of conceptual ideas via hands on class-room engagement with internet data.
- Class work will be used to deepen students' learning and develop their application capability on specific topics. Students are expected to address issues posted in these class exercises and share their thoughts in class. Verbal/ written feedback from lecturer, peer, and/or self will be used to facilitate continuous learning.

TLA2: Exercises

- 1-2 page data analyses exercises that combine learning useful types of analysis (e.g., drawing social network graphs, sentiment analysis, etc.) with concepts introduced by the week's readings. This is to ensure critical learning and thought is applied to the assigned readings, which will be a combination of basic science research and an applied data scenarios. This dual approach will encourage deeper theoretical understanding of material and also teach students how to apply basic science findings in analytical or applied contexts.

TLA3: Class Presentation

- Students will be given the opportunity to discussion on a topic of their choice. The goal of the exercise is to (1) apply conceptual ideas from class to analyze the business situations identify critical issues and/or problems; and (2) reinforce the learning with formative feedback for continuous assessment. The emphasis of this exercise is on promoting critical classroom discussion on a recent internet related case.

TLA4: Final Project: Digital Marketing Plan

- Group new product/service marketing plan project will allow students to go through the steps of the marketing planning process from the perspective of a marketing manager/entrepreneur and integrate the learned digital marketing concepts and skills in an applied business situation.
- Major goals :
 - ✓ to promote students' active learning
 - ✓ to develop students' skills on critical thinking, analytical, and problem-solving
 - ✓ to stimulate students' creativity
 - ✓ to enhance students' skills on communication, presentation, and teamwork
- Project Background and Requirements:
Build a digital marketing strategy and conduct digital marketing analysis for an existing firm that wishes to expand beyond the scope of traditional marketing into internet-based domains.
- Each group will first select a company and then conduct a situation analysis by collecting and analyzing relevant information, suggest a new product/service idea, and make recommendations on marketing strategy and strategic development.
- Analysis should be largely focused on new concepts learned in this class (90%), but also include some consideration of traditional marketing concerns/questions.

- There is a major emphasis on data analysis techniques and the application of conceptual frameworks learned in this class.
- Each group is required to (1) make a 15-minute group marketing plan presentation in class followed by a 5-minute Q&A session and (2) submit a group written marketing plan report.
- Individual groups can seek instructor's feedback on its presentation performance and areas for improvement after the completion of group presentation.
- Groups may refer to the frequently-asked questions FAQ page posted on the course Moodle for more information about the group marketing plan project.

TLA5: Self Study

- For each class students are expected to have pre-class reading (including the assigned textbook chapters and supplementary materials) and preparations for class discussions/activities.
- Helpful 'how to guides' will be distributed to the class so that students can master new analysis and software at their own pace.
- Students are also expected to review and integrate the learned marketing topics for their case study, marketing plan project, and final examination.

VIII. Assessment Tasks (AT):

Students will be assessed by a combination of the group work (50%) and individual work (50%). The table below indicates the weighting for each assessment task and the alignment of assessment tasks with teaching and learning activities and course learning outcomes:

Assessment Tasks (AT)	Weights	Teaching and Learning Activities (TLA)	Course Learning Outcomes (CLO)
AT1: Class Participation and Exercises	10%	TLA1, TLA2, TLA3, TLA4	CLO1, CLO2, CLO3, CLO4
AT2: Student-led discussion and homework exercises	15%	TLA1, TLA2, TLA3, TLA4	CLO1, CLO2, CLO3, CLO4
AT3: Test (individual assessment)	35%	TLA1, TLA2, TLA3, TLA4	CLO1, CLO2, CLO3, CLO4
AT4: Group Marketing Plan Project <ul style="list-style-type: none"> ▪ Presentation (20%) ▪ Written Report (20%) 	40%	TLA1, TLA2, TLA3, TLA4	CLO1, CLO2, CLO3, CLO4
Total:	100%		

Peer Evaluation for Group Work:

- In normal cases, individual group members receive the same total score for their group's score. However, in some cases, individual group members' scores will be adjusted depending on their efforts, performance, and contributions to the group work.
- At the end of the semester, students are required to evaluate themselves and other group members independently and submit the *Self and Peer Evaluation Form*. The group's overall peer evaluation results will be used as one of the references for determining an individual student's total score of group work.

AT1: Class Participation (10%)

- Students are expected to prepare for each class by completing pre-class assigned reading materials and works and actively participate and contribute to the class discussions and activities.
- If students have missed a class, they are responsible for everything taught or announced in the class on the day of their absence. No make-up arrangement can be made for any missing class work and activity.
- With the purpose of continuous learning and improvement, the assessment of class participation is regarded in this course as an assessment for learning. Students are expected to (1) prepare for the pop-up class work by studying and integrating the learned knowledge in class and assigned readings,

and (2) reflect on the self-learning strategy and effectiveness in the group process in the mid and/or end of the course.

- Class Participation will be assessed against the following criteria: (1) clarity and accuracy of responses in class discussions and activities and (2) frequency and quality of class contribution.

AT2: Student led discussion and homework exercises (15%)

- Students will form groups and take turns in leading discussions on an industry case of their choice related to the topic that will be covered in class. Students are encouraged to choose new, innovative, and exciting cases that a high degree of marketing and societal relevance. Besides introducing the case (which should not be the emphasis), students are expected to apply relevant marketing and scientific theories/concepts/frameworks to generate deeper insights.
- Each group will be required to create a powerpoint for the assigned case (a firm of their choice). The group case study report should consist of the following three main parts:
 1. Marketing problems or key managerial decisions to be made with regards to internet marketing topics
 2. Analysis and evaluation of critical issues using concepts learned in class
 3. Recommendations with supports
 4. Lead classroom discussion and be responsible for audience engagement on topics of their choice.
- The group will present the case during class (30 minutes) and only need to submit the powerpoint slides.
- Group member assessments will be conducted at the end of the year to prevent free-riding.
- The group case study report will be assessed against the following criteria with specific weightings indicated in the table below:

Problem Identification and Analysis (50%)	Recommendations (40%)	Effectiveness of Presentation (10%)
<ul style="list-style-type: none"> ➤ Clarity of important marketing problems, key managerial decisions, and/or critical issues identified ➤ Breadth, depth, and consistency of critical analysis and evaluation of the problems with supports of sufficient, relevant, and reliable facts/data and application of appropriate concepts / techniques / examples learned in class 	<ul style="list-style-type: none"> ➤ Clarity, logical flow, consistency, feasibility, and innovativeness of recommendations ➤ Evaluations of alternatives 	<ul style="list-style-type: none"> ➤ Organization, coherence, appropriate length ➤ Generating audience participation from other students

AT3: Test (35%)

The in class test (which will NOT be conducted during final examinations week) will be cumulative of material taught up to date of exam and closed-book. Students are responsible for all the materials covered thus far in the course. The exam will be used to assess students’ (1) understanding of key internet marketing principles and concepts, (2) application of the learned knowledge and skills to identify critical marketing issues and recommend solutions relevant to the contexts, and (3) the effectiveness of written communication.

The examination consists of a mix of two types of questions: conceptual/analytical questions and essay questions.

Conceptual analytical questions will test the understanding of specific forms of analysis, e.g., social network structure analysis or general internet data analysis techniques covered in this class. These will be ‘problem set’ type questions.

Essay questions will be used to evaluate students’ ability to integrate and apply the learned knowledge and skills to identify marketing and scientific problems and critical issues, compare, contrast, and evaluate alternatives, and/or recommend solutions relevant to the contexts. The responses to the essay questions will be assessed against the accuracy, thoroughness, clarity, and organization of the responses to the required questions.

AT4: Internet Marketing Plan Project (40%)

- Goal of project is to use ideas and methods learned in class about digital marketing to change an existing organization with a limited digital strategy OR to solve an existing business/social problem

- Group new product/service marketing plan project will be used to assess students' ability to (1) obtain and integrate relevant information to understand and analyze marketing situations, (2) identify critical issues, problems, and opportunities in ill-defined /novel situations, and (3) apply relevant findings and appropriate internet marketing approaches, tools, and concepts to recommend implementation plans of marketing strategies and program specific to the contexts with considerations of social responsibility and ethical issues. The effectiveness of presentation and written communication will also be assessed.
- The group new product/service marketing plan project consists of oral presentation (20%) and written report (20%) will be assessed against the following criteria with specific weightings indicated in the table below:

Assessment Criteria for Group New Product/Service Marketing Plan Project	Group Oral Presentation (100%)	Group Written Report (100%)
1. Situation analysis/market problem identification using empirical data and analytical techniques from class	30% (a summary of key analyses)	30% (full version with details)
2. Application of concepts and theories from class	30%	30%
3. Recommendations on marketing strategy and internet marketing program	30%	30%
4. Effectiveness of presentation/writing	10%	10%
Total:	100%	100%

IX. Standards for Assessment:

Course Final Grade:

Individual student's final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment tasks:

Course Final Grade = Class Participation (10%) + Discussion and Homeworks (15%) + Test (35%) + Group Marketing Plan: Presentation (20%) + Group Marketing Plan Report (20%)

Course Final Grade	Description
A+, A, A-	Consistently demonstrate a thorough grasp of the subject as evidenced by achieving an outstanding performance in understanding of marketing principles and concepts, critical analysis and synthesis, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
B+, B, B-	Frequently demonstrate a substantial grasp of the subject as evidenced by achieving a proficient performance in understanding of marketing principles and concepts, critical analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
C+, C, C-	Occasionally demonstrate a general grasp of the subject as evidenced by achieving a moderate performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
D+, D	Demonstrate a partial grasp of the subject as evidenced by achieving an adequate performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.
F	Demonstrate a poor grasp of the subject as evidenced by achieving a poor performance in understanding of marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills.

X. Course Policies

Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date:</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

HKU Regulations on Academic Dishonesty:

We are serious in students' ethical conducts. The University Regulations on academic dishonesty will be strictly enforced.

- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

XI. Additional Course Information

Moodle Course Web Site :

- Students are expected to access the Moodle course frequently for learning supports and new announcements.

Turnitin Check:

- Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be sent to the Turnitin for originality check.

XII Tentative Class Schedule (Subject to change)

Readings TBA

* You are expected to complete readings BEFORE each class

Class	Topics
Jan 18	Course introduction and Overview
Jan 25	Online Advertising and Big Data CRM *pick topic for group discussions – decide over lunar new year break
Feb 2	Lunar New Year Week
Feb 8	Smart Analytics 1: Metrics of digital consumer behavior
Feb 15	Smart Analytics 2 Guest speaker 1 and analytics workshop
Feb 22	Social Networks 1
Mar 1	Social Networks 2 Guest speaker 2
Mar 7-11	Reading/Field Trip Week – Work on proposals (due Mar 15)
Mar 15	Social Media Marketing, New Content, and Reviews
Mar 22	Mobile Technology and Marketing Proposals Due in class
Mar 29	Product and Brand Management in Age of Big Data Digital Services, Platforms, and Personalization
Apr 5	A Time-Space-Connected Framework for marketing strategy Review papers to help prep for test:
Apr 12, 19	Final Project Presentations
Apr 26	Test (In class) Final Papers Due Monday, TBA

References for Assigned Readings and Cases: