



COURSE OUTLINE

SCHOOL OF BUSINESS

COURSE NAME: Marketing on the Web
COURSE CODE: COMP 2094
CREDIT HOURS: 42
PREREQUISITES: MARK 1027
COREQUISITES: None
PLAR ELIGIBLE: YES (X) NO ()
EFFECTIVE DATE: September 2009
PROFESSOR: _____ **OFFICE #:** _____
PHONE: 416-415-5000 **EMAIL:** _____

NOTE TO STUDENTS: Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

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ORIGINATOR: _____	SIGNATURE	DATE
CHAIR: _____	SIGNATURE	August 2009 _____ DATE
DATE OF REVISION: _____		

EQUITY STATEMENT: George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

STUDENT RESPONSIBILITIES: Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

COURSE DESCRIPTION:

This course will provide students with an overview of the application of marketing strategy using the Internet. Topics include the basics of designing a web site for content and functionality, using the web to service and cultivate customers, web advertising and sales promotion tools, e-commerce success factors and trends in web marketing. Students will apply theory using case examples and will become familiar with analyzing web metrics to measure the success of programs.

ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience		x	x	7. locate, select, organize and document information using appropriate technology and information sources	x	x	x
2. respond to written, spoken or visual messages in a manner that ensures effective communication		x		8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately		x		9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems		x	x	10. manage the use of time and other resources to complete projects		x	
5. use a variety of thinking skills to anticipate and solve problems		x	x	11. take responsibility for one's own actions, decisions and consequences		x	
6. analyze, evaluate, and apply relevant information from a variety of sources		x	x				

COURSE OUTCOMES:

Upon successful completion of this course the students will have reliably demonstrated the ability to:

- 1) **Discuss the role of online marketing in marketing strategy**
 - a) Describe the state of Internet marketing today and emerging applications
 - b) Describe the general characteristics of the online consumer
 - c) Highlight the five categories of outcomes that consumers seek from online exchanges
 - d) Compare and contrast different e-business models

2. Demonstrate an understanding of the principles of effective site design

- a) Describe the factors that contribute to usability
- b) Explain the role of personalization in site design
- c) Discuss the programming and technical considerations required to support effective site design
- d) Explain how rich media can be levered to enhance the online customer experience
- e) Identify the legal and marketing considerations for domain names
- f) Explain the benefits of intelligent site search
- g) Apply industry-standard method to critique web sites

3. Demonstrate an understanding of how to acquire customers via marketing communications

- a) Understand the managerial framework for online advertising
- b) Explain paid search and natural search strategies
- c) Compare and contrast the different online advertising opportunities – ad types, blogs, viral email etc.
- d) Recommend efficient acquisition strategies

4. Demonstrate an understanding of the metrics used in online marketing

- a) Describe the metrics used to track and evaluate web site usage
- b) Compute and interpret open rates, click-through rates, conversions and return on investment
- c) Explain the role of testing for planning purposes

5. Identify the legal and ethical issues of web marketing

Identify key privacy concerns within the digital context

DELIVERY METHODS / LEARNING ACTIVITIES:

Lecture, discussion, readings, in-class exercises, web site evaluations, guest lectures and an applied project.

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

A variety of online resources and handouts.

www.clickz.com

www.iabcanada.com

www.aimscanada.com

www.marketingpower.com

www.the-cma.org

www.emarketer.com

www.doubleclick.com/us

www.adweek.com/aw/iq_interactive/index.jsp

www.online-publishers.org

<http://publications.mediapost.com>

TESTING POLICY:

Exemption or deferral of a midterm exam or final exam is not permitted except for a medical or personal emergency.

Regarding absence from the final exam:

- Professor must be notified by e-mail before the examination
- Documentation must be presented to the professor within three working days.
- Appropriate documentation, as determined by the professor, must be submitted – such as: a doctor's note, court summons or funeral documentation

- If the majority of the course work has been completed with a passing performance, and the documentation is acceptable, an "Incomplete" grade (INC) will be entered by the instructor. An INC grade will not be granted if term work was missed or failed.
- The final examination must be written within 60 days of the submission of the incomplete grade. Failure to do this will result in an F grade.

ASSIGNMENT POLICY:

In-class assignments:

Success in this course is based heavily on in-class participation and assignments (assignments may be given impromptu); therefore attendance and active in-class participation is essential to a student’s success.

All in-class assignments must be completed in class; they cannot be made up with a take-home assignment. Failure to attend these classes will therefore result in a grade of zero for that particular assignment.

Assigned work:

Late assignments are not accepted except in a medical or personal emergency as stated in above testing policy.

Group work:

This course is also based on group work. In some cases your groups will be assigned and in others you can select your own groups. The professor will decide. It is the individual student’s responsibility to ensure they are an active, contributing member of the group.

EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Individual Assignments	Written	1,2,3	7	6	20%
Midterm test	Written	1,2		7	25%
Final Exam	Written	All		13	25%
Group /applied project proposal	Written 20% Presentation 10%	1 ,2,3	7	14	30%
				TOTAL:	100%

GRADING SYSTEM

The passing grade for this course is: D **Students must pass the final test/exam to pass the course.**

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:
 The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material.
 To view George Brown College policies please go to www.georgebrown.ca/policies

TOPICAL OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	Introduction and industry trends	1	The opportunity Mega trends	The North American Consumer
2	Strategic E - Marketing	1	E business models Consumers online characteristics	Handouts
3	Site design Basics	2	Four cornerstone approach Personas and scenarios How to write project briefs	Scenario Design – a disciplined approach
4	Site Design Usability	2	Usability Best Practices Domain name management Proposal for Group Project Due	Best and Worst of Site Design
5	Site Design	2	Programming standards/information architecture Rich Media	Handouts
6	Building Trust	5 2	Consumer privacy legislation Data management practices Individual Assignment Due	Handouts
7	MID TERM Test	1,2		
8	<i>INTERSESSION WEEK</i>			
9	E marketing communications	3	Online advertising methods Online promotional tools Permission based email	Handouts www.iabcanada.com
10	Search and intelligent search	2	Search engine optimization	Handouts
11	Search marketing	2	Search strategies customer acquisition	Search Engine Marketing FAQ
12	WEB Marketing Metrics	4	Tracking, measuring and interpreting web activity The role of testing Reporting applications	Handouts
13	FINAL TEST	All	FINAL TEST	
14	Applied Project Presentations	1,2,3	Applied Project Due In class Presentations	In class Presentations
15	Course Wrap Up	1	New and evolving technologies.	
Please note: this schedule may change as resources and circumstances require.				
For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: http://www.georgebrown.ca/Admin/Registr/PSCal.aspx				