

MK304
Internet Marketing and e-Commerce
3 Credits

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MK304 Version: 6



Internet Marketing and e-Commerce

Calendar Description

This course offers students the opportunity to expand their knowledge in various areas of media related to agricultural businesses.

Rationale

This is a required course for the Agribusiness students enrolled in the marketing and communications concentration. This course gives the student an opportunity to expand their knowledge of e-commerce and internet marketing. Students are able to review and assess current marketing strategies of e-commerce leading companies while applying these concepts/strategies to a product or service of their choice. A mixture of textbook references along with current on-line campaigns or product launches help students acknowledge or build on the content learnt in this course.

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. demonstrate an ability to enhance brand equity and accountability.
2. differentiate between traditional media and digital media.
3. demonstrate and measure ad message effectiveness, budgeting, and media analysis
4. differentiate between B2B and B2C operations and discuss the main components of each.
5. discuss various policy issues relating to e-commerce and internet usage.
6. assess the use and propose ideas for the management of social media in the workplace.

Resource Materials

Required Textbook:

Andrews, C. J., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning Products in Canada by Nelson Education, Ltd. ISBN-13: 9781337282659.

Conduct of Course

This course consists of 45 hours of classroom time. Lecture, discussion, illustration, assignments, group work, and testing are used in the delivery of this course.

Evaluation Procedures

Projects & Assignments	60%
Exams	40%
Total	100%

Note: Late assignments, late evaluations, or missed quizzes receive a grade of zero.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Attendance

Classroom and laboratory attendance is considered vital to the learning process and as significant to the students' evaluation as examinations and reports.

- a. Students having a combination of excused and/or unexcused absence of 20 percent or higher for the scheduled course hours will be required to withdraw and will automatically

receive a "RW" (required withdrawal) for the course, regardless of any other evaluation results. (RW is a failing grade.)

- b. An excused absence is one that is verified with your Instructor. Verification should be prior to the absence or the next class day following the absence. Verification of the absence may take the form of a note from your doctor/College nurse regarding illness, or a note from another Instructor regarding a field trip or other activity, or authorization by your Instructor. An unexcused absence is anything NOT verified by the instructor prior to the absence or the next class day following the absence.

NOTE: Any exceptions to the above attendance policy (e.g. timetable conflicts, work-related issues) must be approved in writing by the Department Chair prior to the beginning of the course.

It is the students' responsibility to know their own absentee record.

Normal hours are 8:30 a.m. to 6:30 p.m., with potential for evening courses, exams or extended field trips. Students are expected to be available for classes during these times.

Course Units/Topics

Part One: The practice and environment of integrated marketing.

1. Overview of integrated marketing.
2. Enhancing brand equity and accountability.
3. Brand adoption, brand naming and intellectual property.
4. Environmental, regulatory, and ethical issues.

Part Two: Fundamental integrated marketing communications (IMC) planning and decisions.

5. Segmentation, targeting, and positioning markets.
6. The communication process and consumer behavior.
7. The role of persuasion in IMC.
8. IMC objective setting and budgeting.

Part Three: Advertising, management, and media choices.

9. An overview of advertising management.
10. Effective and creative ad messages.
11. Endorsers and message appeals in marketing.
12. Traditional ad media.
13. Digital media: online, mobile, and app advertising.

14. Social media
15. Direct marketing, CRM, and other media.
16. Media planning and analysis.
17. Measuring ad message effectiveness.

Part Four: Sales promotion management.

18. Sales promotion overview and role of trade promotion.
19. Consumer sales promotion: sampling and coupons.
20. Consumer sales promotion: premiums and other promotion.

Part Five: Other IMC tools.

21. Public relations, content marketing, viral marketing, and sponsorships.
22. Packaging, POP communications, and signage.
23. Personal selling.



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