Unit Outline, Semester 2 2014
Faculty of Business, Government and Law

Internet Marketing
6379
This Unit Outline must be read in conjunction with:

a) UC Student Guide to Policies, which sets out University-wide policies and procedures, including information on matters such as plagiarism, grade descriptors, moderation, feedback and deferred exams, and is available at (scroll to bottom of page) http://www.canberra.edu.au/student-services

b) UC Guide to Student Services, and is available at (scroll to bottom of page) http://www.canberra.edu.au/student-services

c) Any additional information specified in section 6h.

1: General Information

1a Unit title
Internet Marketing

1b Unit number
6379

1c Teaching Period and year offered
Semester 2, 2014

1d Credit point value
3

1e Unit level
2

1f Name of Unit Convener and contact details (including telephone and email)
Petra Bouvain, room 6D 26, phone 62012335 (work) 62816354 (home) email: petra.bouvain@canberra.edu.au, twitter: @internet6379
please call me at reasonable times when you use my home number. In emergencies you can also text me on0410501956 (please don’t call me on that number).
Consultation time: Tuesday 9.30 -11.30

1g Administrative contact details:
Tel: (02) 6206 8810
Fax (02) 6201 5764
Room: 11B27
Email: BGLAdminEnquiries@canberra.edu.au

For tutorial related questions please contact your tutor or myself
For faculty related administrative enquiries please contact the faculty office in building 11 on level B.

For general enquiries relating to admissions, unit enrolment, fees, exams and timetabling issues please contact the Student Centre at 1B150 (off the concourse).

In general you will find most information provided on your MyUC website though. You can also use the student forum on this unit’s Moodle site to chat with other students.

1h E-mail communication

The University provides you with a student e-mail address. The University uses this address for official correspondence and it is used for Moodle access. Use of non-student e-mail addresses to communicate will lead to delay or non-response. You are strongly advised to check your student email account regularly for new messages. Information on how to access your student e-mail and how to re-direct it to your private e-mail account is available at: http://www.canberra.edu.au/itm/student-support/communication/email

When communicating by e-mail please use the same thread for the same topic otherwise confusion and errors may arise. Please put in the subject line Internet Marketing 6379

2: Academic Content

2a Unit description and learning outcomes

The goal of the unit is to serve as a bridge between the new technology and relevant areas of existing knowledge. It develops a framework for understanding the forces driving the Internet revolution in marketing and business. It introduces the many new tools, challenges and techniques needed to update conventional marketing approaches. Topics covered include: customisation and community building, distribution and channel conflict, the role and scope of the internet in marketing research, security issues and electronic payment systems, business models for internet commerce, database integration, the importance of the internet and intranets in business to business marketing. Pricing issues and regulatory issues will also be discussed, as well as generating site traffic through a variety of means including banner advertising and competitions.

On completion of this unit, participants will be able to
1. understand how to apply marketing strategies to internet commerce
2. understand the supply chain customer relationship
3. explain how to create site traffic
4. identify elements of good website design
5. identify new business trading processes that will emerge on the internet in the future
6. identify pricing issues and regulatory issues affecting internet marketing

The unit places a strong emphasis on team work and effective presentation skills. Further information on this will be provided during the tutorial. I welcome continual constructive feedback on the unit. This is an outline of the unit and it provides an overview of the elements which will be addressed. The times allocated to each subject may be changed if interests or recent developments in the subject area may require changes to the program.
2b **Generic skills**

1. Communication
   The ability to present knowledge, ideas and opinions effectively and communicate within and across professional and cultural boundaries

2. Analysis and inquiry
   The ability to gather information, and to analyse and evaluate information and situations in a systematic, creative and insightful way

3. Problem solving
   The ability to apply problem-solving processes in novel situations; to identify and analyse problems then formulate and implement solutions

4. Working independently and with others
   The ability to plan their own work, be self-directed, and use interpersonal skills and attitudes to work collaboratively

5. Professionalism and social responsibility
   The capacity and intention to use professional knowledge and skills ethically and responsibly, for the benefit of others and the environment

<table>
<thead>
<tr>
<th>Generic skill</th>
<th>Demonstrated in</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Communication</td>
<td>Class discussion and presentations, report writing</td>
<td>Intermediate</td>
</tr>
<tr>
<td>2. Analysis and inquiry</td>
<td>Website audit, tutorial exercises</td>
<td>Intermediate</td>
</tr>
<tr>
<td>3. Problem Solving</td>
<td>Website audit and situation analysis</td>
<td>Intermediate</td>
</tr>
<tr>
<td>4. Working independently and with others</td>
<td>Group work for website audit and presentation</td>
<td>Intermediate</td>
</tr>
<tr>
<td>5. Professionalism and social responsibility</td>
<td>Group work and discussions</td>
<td>Intermediate</td>
</tr>
</tbody>
</table>


2c **Prerequisites and/or co-requisites**

Introduction to Marketing

3: **Delivery of Unit and Timetable**

3a **Delivery mode**

On-Campus Attendance (Expected) and Online Content (ON-CAMPUS)

Lectures are every week and tutorials are scheduled for weeks 3, 5, 6, 11, 12, 14. Please note that during some lectures guest lecturers will present and the program may change.
<table>
<thead>
<tr>
<th>Week starting</th>
<th>Week starting</th>
<th>Online Lecture</th>
<th>Tutorials in the lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11 August</td>
<td>YES</td>
<td>No tute</td>
</tr>
<tr>
<td>2</td>
<td>18 August</td>
<td>YES</td>
<td>No tute</td>
</tr>
<tr>
<td>3</td>
<td>25 August</td>
<td>YES</td>
<td>Tute 1</td>
</tr>
<tr>
<td>4</td>
<td>1 September</td>
<td>YES</td>
<td>Tute 2</td>
</tr>
<tr>
<td>5</td>
<td>8 September</td>
<td>YES</td>
<td>Tute 3</td>
</tr>
<tr>
<td>6</td>
<td>15 September</td>
<td>Yes</td>
<td>Peer assisted learning – no tutor present</td>
</tr>
<tr>
<td>7</td>
<td>22 September</td>
<td>YES</td>
<td>Tute 4</td>
</tr>
<tr>
<td>8</td>
<td>29 September</td>
<td>NO</td>
<td>Class free period Monday Family and community day</td>
</tr>
<tr>
<td>9</td>
<td>6 October</td>
<td>YES</td>
<td>Peer assisted tute 1, Monday labour day</td>
</tr>
<tr>
<td>10</td>
<td>13 October</td>
<td>YES</td>
<td>Tute 5</td>
</tr>
<tr>
<td>11</td>
<td>20 October</td>
<td>YES</td>
<td>Tute 6</td>
</tr>
<tr>
<td>12</td>
<td>27 October</td>
<td>YES</td>
<td>Tute 7</td>
</tr>
<tr>
<td>13</td>
<td>3 November</td>
<td>YES</td>
<td>Tute 8</td>
</tr>
</tbody>
</table>

### 3b Timetable of activities
You will find every week on MOODLE links to topical readings (I tweet also links on Twitter). In the lectures we will look what you should be doing for your two major assignment during the week.

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture –delivered online</th>
<th>Tutorial</th>
</tr>
</thead>
</table>
| 1    | Introduction to Internet Marketing  
Introduction to e-marketing chapter 1  
Reading: Chaffey and Smith (2013) chapter 1 | None  
Self test P. 48  
Summarize each element of the SOSTAC framework  
How do customers become interconnected?  
Which e-strategies are used by marketers?  
Which tactics are available? |
| 2    | Remix  
Reading: Chaffey and Smith  
chapter 2  
*Journal of Interactive Marketing* (John Wiley & Sons), 19(4), 4-17.  
Self test P. 99  
For each element of the 7 Ps list two differences introduced by the digital world.  
Define the 5 Is.  
How does the Internet enhance brands? |
<table>
<thead>
<tr>
<th></th>
<th>Chapter 3- E models</th>
<th>Tutorial 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Reading</strong></td>
<td><strong>Introduction</strong></td>
</tr>
<tr>
<td></td>
<td>Chaffey chapter 3</td>
<td>(10 minutes)</td>
</tr>
<tr>
<td></td>
<td>Plus online resources</td>
<td><strong>Lecture application:</strong> prepare notes to prepare for discussion- please bring your notes with you to guide discussions and hand them to your tutor.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- the benefits and risks of Internet marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- and explain, sell, speak, serve, save and sizzle with an example each</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- define: social, inbound and content marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Describe what ‘remix’ means</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- How do you evaluate the option?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- List e-models and define them</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Maximum of 2 pages</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(time 20 minutes discussions)</td>
</tr>
</tbody>
</table>

**ACTIVITY undertaken in class**

**Create a blog:** (you can use any software such as Wordpress (free) to create your blog) to introduce yourself, a pet or a hobby that you have – you can password protect and only disclose to members of the group. The blog will be your first assignment and you will discuss topics of interest on your blog, interact with other blogs and encourage other students to engage with your blog (30 minutes)

**Practical application:**
Pick a multinational brand (e.g. car brand / electronics brand) and investigate how they operate in different countries. Check if different domain names are registered. Use different search engines to see ranking and use of sponsored links
Find information (using MOODLE and other sites such as Nielsen, KPMG, PWC, Forrester, Mashable, I Media and government sites) about the industry specific situation
How are elements of the value chain visible on the website? (20 minutes)

<table>
<thead>
<tr>
<th></th>
<th>E-Customers</th>
<th>Tutorial 2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chaffey chapter 4</td>
<td><strong>Lecture application:</strong> e-customer</td>
</tr>
<tr>
<td></td>
<td>Plus online resources</td>
<td>- describe online customer behaviour, using</td>
</tr>
</tbody>
</table>
Submit:
Blog entry 1
Submit a word version of your blog entry plus the link to your blog by Monday 10am on MOODLE
Blog entry 1 a
Analyse two different business models and provide an example for each,
Prepare a ‘mini’ report (maximum of 1 page)
Promotion of your entry to fellow students: (10 minutes
Exercise 1b:
Choose two websites that showcases the 5 Is as discussed in the lecture and take screenshots and explain how they relate to the 5 Is
Promote your blog/ twitter/ Instagram/ YouTube etc. to the class
Check your blog- how many comments have you got?
Have you used tags?

Social Media Marketing
Reading Chapter 5
Plus online resources

Tutorial 3
Lecture application (p. 280)
- Describe what Social Media Marketing is and give examples of various platforms
- Outline approaches to social listening
- Explain the principles and purposes of content marketing
- Explain social media optimisation
Use the highlighted slides as a guide

Submit:
Blog entry 2 a
Select 4 travel/hotel booking/ feedback sites such as Tripadvisor, Trivago, Bookings.com, wotif.com
Analyse site traffic for each site (use alexa.com). Analyse the product offering of each site. Analyse the possible target markets for each site and highlight the differences, use MINT to get relevant financial data about the company and sources such as e-marketer and Hitwise to get background information about how customers choose hotels,

Blog entry 2 b
Post a short video on YouTube- 60 seconds – (your pet walking on the street, wildlife in
### Traffic Building

**Reading**: chapter 7

**Plus online resources**

**Peer assisted learning tutorial – no tutor present**

- rooms available

**Submit**

**Blog task 3**

**Compare 3 Social networks**

- Pinterest, Instagram and Tumblr or others listed on p 269 of your textbook, outline the differences and how they can be used as part of an integrated marketing communication strategy—useful sources are listed on p 279 of your textbook.

**Don’t forget to promote your blog**

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### Assignment resources for the web audit

**Tutorial 4**

**Lecture application**

- Describe the 13 C framework
- Outline the importance of keywords
- Outline how you can build site traffic
- How to use analytics
- Outline which information MINT provides and how you can use it
- Outline the information that Alexa provides and how you will use it in your report
- Discuss resources for the assignment

**Discussion**:

Choose an entry from


And discuss why this entry was outstanding using the framework of the web audit.

**Submit**

**Blog TASK 4 a**

Compare online activities of 3 Australian TV shows across at least 2 different networks (channel 7, 9, 10). Analyse their online marketing activities, domain, content, connections, community, communication, cross promotion.
<table>
<thead>
<tr>
<th>Page</th>
<th>Topic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Mid Semester Break</td>
<td>break</td>
</tr>
</tbody>
</table>
| 9    | Site Design | **Peer assisted learning tutorial – no tutor present – rooms available**  
Time to get a draft ready for week 10 assignment review workshop (no tutor present this week- but rooms available, teams from the Monday tutes will need to meet on another day) |
| 10   | E CRM  
Reading chapter 8  
Plus online resources | **Tutorial 5**  
Prepare a draft of your web audit  
Assignment review workshop- work as a team to get your web audit under way  
Look at 13 Cs in relation to your web audit company. Investigate more tools that will provide information (MINT database, Forrester, Sage etc.)-  
Your tutor will assist with your assignment. |
| 11   | Managing Digital Marketing  
Reading: chapter 9  
Plus online resources | **Tutorial 6**  
Getting ready for your WEBSITE audit  
**In class exercise a**  
Investigate Corporate Social Responsibility of 2 different companies from The BrandFinance® Global 500. Use their websites, external sources (e.g. CSR hub, Just Means, CS magazine, FTSE4Good, CSR blogs and other sources). Compare results.- use this method for your website audit  
**In class exercise b**  
Create a mini report on online investor relations, using journal articles and other sources maximum of 5 PowerPoint Slides, share with the class |
<p>| 12   | e-planning | <strong>Tutorial 7</strong> |</p>
<table>
<thead>
<tr>
<th>chapter 10 plus online resources</th>
<th>presentation of Internet Audit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>13</strong> Social and Regulatory issues- Privacy, Security and Intellectual Property Mobile Marketing and related developments, B2B Plus online resources</td>
<td><strong>Tutorial 8</strong> Presentation of Internet Audit</td>
</tr>
</tbody>
</table>
4: Unit Resources

4a Lists of required texts/readings


Other


Other useful sources for your research - other sources will be provided on Moodle as well

Websites:
http://technorati.com – provides links to user generated articles
http://mashable.com - blog, info about social networking 5 Million users
www.warc.com – marketing information service with journal articles, case studies etc.
www.slideshare.com PowerPoint presentations about a variety of topics
http://www.emarketer.com/Products/Reports.aspx - some executive summaries of reports are free

Magazines
Fortune http://www.pathfinder.com/fortune
INC http://www.onlineinc.com
Harvard Business Review http://www.hbsp.harvard.edu/frames/groups/hbr
Brand Equity http://www.economictimes.com/today/pageequi.htm
B&T Weekly www.bandt.com.au

Newspapers
The Age http://www.theage.com.au
The Sydney Morning Herald http://www.smh.com.au

Market and Audience Research
ACNielsen http://www.acnielsen.com.au
Consulting firms - often interesting reports
Jupiter http://www.jupiter.com
Marketing Sherpa http://www.marketingsherpa.com
Gartner group : http://www.gartner.com
http://www.mccann.co.uk/
Boston Consulting Group http://www.bcg.com
Ernst and Young http://www.ey.com
Forrester http://www.forrester.com
Price Waterhouse Coopers http://www.pwcglobal.com.au
Landor http://www.landor.com
Interbrand http://www.interbrand.com
http://www.webresearchforum.com

Government departments
www.australia.gov.au
www.abs.gov.au
www.innovation.gov.au

4b Materials and equipment
Students need to have access to a computer to complete assignments (word-
processing, PowerPoint and Internet).

4c Unit website
Various essential aspects of this unit will be conducted via the University’s
LearnOnLine (Moodle) system. Students should check the Moodle site regularly for
updated course materials, announcements etc. This can be found at:

Information regarding the use of Moodle is provided
# 5: Assessment

## 5a Assessment overview

<table>
<thead>
<tr>
<th>Assessment item (including exams held in the exam period)</th>
<th>Due date of assignments</th>
<th>Weighting (total to equal 100%)</th>
<th>Addresses learning outcome(s)</th>
<th>Addresses generic skill(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Blog</td>
<td>Posted by Monday morning, 10 am of the week of the tutorial on MOODLE Complete Blog to be submitted Friday week 7 5pm on MOODLE and as hard copy</td>
<td>50% (marked out of 100%-20% for each of the 4 entries and 20% for overall blog and promotion and engagement)-detailed information provided on MOODLE)</td>
<td>Apply marketing strategies to internet commerce Explain how to create site traffic Explain Identify regulatory issues</td>
<td>1 - 5</td>
</tr>
<tr>
<td>2. Tutorial participation</td>
<td>10% Of which 2 marks will be allocated during the presentation sessions in week 13 and 14 for feedback on the presentations</td>
<td>Identify new business trading processes</td>
<td>1 - 5</td>
<td></td>
</tr>
<tr>
<td>3. Team statement</td>
<td>Tutorial week 6</td>
<td>No mark but 5% deduction of web audit if not supplied in week 6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Website audit Written report in 2 parts 1.situation analysis references) 2. website analysis</td>
<td>Website audit Group of 3 Due Friday week 11, at 5pm ON MOODLE + HARD COPY TO DROPBOX please</td>
<td>30%</td>
<td>Explain how to create site traffic Identify good website design Identify pricing issues Understand the supply chain customer relationship</td>
<td>1 - 5</td>
</tr>
<tr>
<td>5. Website audit Oral presentation</td>
<td>Week 12 and 13 Tutorial ON MOODLE by Monday</td>
<td>10%</td>
<td>Explain how to create site traffic Identify good website design Identify pricing</td>
<td>1 - 5</td>
</tr>
</tbody>
</table>
5b Details of each assessment item

1. Blog
The blog is an activity that enables you to develop a portfolio of work that is related to the weekly lecture topic and will document your learning journey.
Each entry should be about 1 page in length, and the total weekly entry should not exceed 3 pages (references don’t count in the page length), you may include graphs, pictures, screen shots – remember it is a blog, so part of the task is to create something that is easy to read and looks good. It might be also something that you can use when you apply for a job.

Every week’s work (as a word file with a link to your blog) is to be posted on MOODLE by Monday 10am. You will receive your mark for all blog entries in week 9.

You will be judged on the quantity and quality of your research, how well you have communicated your findings and the presentation of your work. This will account of 80% of your mark. 20% of the mark will be allocated how well you have encouraged other students to engage with your blog and how you have engaged with other student’s blogs. You need to reference your work. You may use Twitter, YouTube and the MOODLE forum or other media to promote your blog and you will document your efforts by using screenshots.

If you have not submitted the individual entries as word files by Monday 10am you will only be able to achieve a maximum of 50% maximum for that particular entry in your blog- this is designed to encourage you to work throughout the semester instead of rushing the blog in the last week of submission. This also allows you to ‘promote’ your blog.
Pleases provide a printed bound version of your blog (screenshots are fine) to your tutor in week 7.

2. Tutorial participation
Every week the first part of the tutorial is designed to engage with the lecture material. You are required to bring notes to enable you to contribute to the discussion.

3. Team statement
This is a 1 – 2 page statement that lists each team member and states when tasks will be completed and by whom. This work does not attract marks, however not submitting will result in deduction of marks as outlined in the summary of assessment section.

4. Situation Analysis and Website audit
Choices are:
- Sporting goods: ADIDAS, NIKE, Reebok, Puma,
- Supermarkets:Coles, Woolworths, Aldi, Lidl, TESCO, Netto
- White goods retailers: The Good Guys, Bing Lee, Harvey Norman, Best Buys
• handbags: Gucci, Mimco, Chanel, Oreton
• Powertools: Bosch, Makita, Ryobo, Dewalt, AEG,

This is a group assignment (but can be done individually)
The situation analysis explores the industry specific issues and identifies the major competitors (online and off -line), the characteristics of the target markets and their online engagement, regulatory issues and global factors and a discussion of the business model that has been used. You will be judged on the quality of your research, using a variety of sources (journals, magazines, reports and databases and websites). The opportunity exists to show the draft of your situation analysis to your tutor during the tutorial in week 10. By this time it should also become apparent if there are any team problems emerging.

Website Audit
Based on your situation analysis each team member will now compare 1 company to the 'reference company'. See guideline appendix 1, the situation analysis forms part of the report. One of the companies should be constant. You are to compare these sites (and other online activities) with those of their closest competitors. You need to document your findings with screenshots (you will practice this in the tutorials).

Assignment may be undertaken in groups (maximum 3-people) or individually. On Moodle there will be a peer review sheet that needs to be filled out and attached to the report. Each member needs to clearly indicate their contribution. I will explain the process more in the first two lectures.

Please provide the tutor with your choice of companies and team members in week 5. A 1 -2page written statement of who is doing what and when will need to be provided in week 6. Teams that do not provide this by week 6 will lose 5 marks of the final assignment.

Written report: the maximum number of pages per report is 15 pages per team members– this is the upper limit (based on a team of 3)- note there will be a lot of screenshots. Each student will compare the reference company with one (1) other company. The task is then to streamline the findings into a cohesive report that is well referenced. The report will contain a statement, signed by all students about their contribution to the overall assignment. As each student will provide a comparison of the reference company to one of the competitors, the team needs to allocate time to compile these various elements into a comprehensive cohesive report – which means you should have your individual work completed by the end of week 10 to allow 2 weeks to compile the work.

Information about successful group work can be found at: http://www.canberra.edu.au/studyskills/learning/groups

<table>
<thead>
<tr>
<th>Number of companies to be analysed depends on size of the team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of students in a team                              Total number of companies to be analysed (including reference company)</td>
</tr>
<tr>
<td>1                                                            2</td>
</tr>
<tr>
<td>2                                                            3</td>
</tr>
<tr>
<td>3                                                            4</td>
</tr>
</tbody>
</table>
5. Oral presentation

Oral presentation: should be no longer than 15 minutes per team. The tutor will stop the presentation at exactly 15 minutes and you will be judged on what you have presented in that time frame- so you need to practice your presentation in order to stay within the limit. All PowerPoints used need to be posted on MOODLE by Monday week 12. If you do not submit on time, you will lose 1 mark out of the 10 marks per day. The order of presentations will be by chance, you need to be prepared to present in week 12.

You should support your presentations by using screenshots of the relevant websites and clearly mark the relevant elements that you are addressing. It is advisable to use those elements that are distinctive- you don’t have time to cover everything! The audience will provide constructive feedback on the presentations.

Students need to provide feedback on the presentations and 2 marks out of the 10 marks for tutorial participation are allocated for this task.

5c Special assessment requirements

All assessment items must be submitted electronically to your tutor and in paper format and uploaded on MOODLE.

Students must achieve at least 50% in all 4 tasks to pass the unit.

Late submissions

Audit assignments submitted late will attract a 10% per day penalty. Note that a weekend will count as 2 days.

Extensions

Students can apply for an extension to the due date for submission of an assessment item on the grounds of illness or other unavoidable and verifiable personal circumstances.

Requests will require documentary evidence and must be submitted to the unit convener before the due date. Please note original copies of documentary evidence are required. If approved, students must attach a copy of this approval to the assignment upon submission.

Students should apply before the due submission date, and are advised to do so as early as possible.

The Unit Convenor will decide whether to grant an extension and the length of the extension. An extension will not be granted on the grounds of academic or employment workload.

Students granted an extension should be made aware that the extension may result in delays in receiving grades on assignments, and/or course completion, and/or graduation. Detailed comments will not be given on late assignments.

Team problems: All team members are expected to make an equal contribution, if you don’t feel comfortable to work in a team, you may elect to do the assignment individually. Any extensions for teams due to team members not contributing, will only be considered when they are submitted by Friday week 10, by then the assignment should be finished and only editing to be done. Every team has submitted a team plan – when what will be done by whom. This will form the basis for any disputes. Week 9 is the last week in which a team dissolution may be granted and all team members may submit then individually.
5d **Supplementary assessment**
No supplementary assessments will be provided, unless in exceptional circumstances and at the discretion of the lecturer.

5e **Academic Integrity**
Students have a responsibility to uphold University standards on ethical scholarship. Good scholarship involves building on the work of others and use of others’ work must be acknowledged with proper attribution made. Cheating, plagiarism, and falsification of data are dishonest practices which contravene academic values.

5f **Text-matching software**
All assignments will be submitted to Urkund.
6: Student Responsibility

6a Workload
The amount of time you will need to spend on study in this unit will depend on a number of factors including your prior knowledge, learning skill level and learning style. Nevertheless, in planning your time commitments you should note that for a 3cp unit the total notional workload over the semester or term is assumed to be 150 hours. These hours include time spent in classes. The total workload for units of different credit point value should vary proportionally. This means you should spend about 10 hours per week on this unit, if you are four units that means you have a full-time workload of 40 hours per week.

6b Special needs
Students who need assistance in undertaking the unit because of disability or other circumstances should inform their Unit Convener or UC AccessAbility (formerly the Disabilities Office) as soon as possible so the necessary arrangements can be made.

6c Participation requirements
Students are required to attend 80% of tutorials in order to pass the subject. Students who are unable to attend their allocated tutorial can in consultation with their tutor attend another tutorial in that particular week. They should provide their regular tutor with a sheet signed by the alternative tutor.

6d Withdrawal
If you are planning to withdraw please discuss with your unit convener. Please see this link for further information on deadlines.

6e Required IT skills
Minimal: basic word-processing skills would be useful; you will also need to be able to make effective use of both the internet, and the library’s databases and e-journals, for research purposes. You are also required to be familiar with Moodle: how to access it, knowledge on how to download files from and upload files to Moodle is assumed. (See section 4c for details on how to seek assistance.)

6f Costs
Costs for Textbook, Internet access, paper and printing is estimated at $150

6g Work Integrated Learning
Internet Marketing 6379 supports Work Integrated Learning principles. Effort is made within the unit to replicate professional practice approaches. This is done through the online setting, assessments and communication delivery. Students are encouraged to demonstrate professional behaviour including professional practice principles and ethics.

6h Additional information
Students who have problems with understanding aspects of the subject should talk to their tutor or lecturer as soon as possible. Students should use the communication functions of Moodle to get to know others students and to contribute to a lively discussion. Tutors and lecturers value constructive criticism and feedback.

7: Student Feedback

All students enrolled in this unit will have an opportunity to provide anonymous feedback on the unit at the end of the Semester via the Unit Satisfaction Survey
(USS) which will be presented to you on OSIS. Your lecturer or tutor may also invite you to provide more detailed feedback on their teaching through an anonymous questionnaire.

8: Authority of this Unit Outline

Any change to the information contained in Section 2 (Academic content), and Section 5 (Assessment) of this document, will only be made by the Unit Convener if the written agreement of Head of Discipline and a majority of students has been obtained; and if written advice of the change is then provided on the unit site in the learning management system. If this is not possible, written advice of the change must be then forwarded to each student enrolled in the unit at their registered term address. Any individual student who believes him/herself to be disadvantaged by a change is encouraged to discuss the matter with the Unit Convener.
Appendix 1 Marking sheets

**Blog assignment**

<table>
<thead>
<tr>
<th>Blog marked out of 100%</th>
<th>Research quality/quantity (60%)</th>
<th>Communication/writing (20%)</th>
<th>Presentation of work (20%)</th>
<th>On time submission?</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>Blog entry 1 (20%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blog entry 2 (20%)</td>
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<tr>
<td></td>
<td>Blog entry 3 (20%)</td>
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<tr>
<td></td>
<td>Blog entry 4 (20%)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>20%</strong></td>
<td><strong>Total blog</strong></td>
<td>Promotion of blogs evident?</td>
<td>Interaction with other blogs evident?</td>
<td>Total presentation</td>
</tr>
</tbody>
</table>

**Details on the Web audit**

The assignment will compare the websites of your chosen company with others in their field from Australia and abroad.

Issues you should consider include:

The 13 C’s as presented in the lectures
A portion of each workshop is dedicated to assist you in addressing those issues, please work on your assignments during the semester so that we can discuss these issues during tutorials and lectures.

Issues to be explored in the website audit (in yellow issues for the situation analysis)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Criteria/questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domain (.com, com.au, different spellings)</td>
<td>Clearly defined and researched all options considered?</td>
</tr>
<tr>
<td>Search engine position (first, sponsored)</td>
<td>Clearly presented?</td>
</tr>
<tr>
<td>Condition (situation analysis- uncontrollable environment- internet adoption by customers, suppliers, technological developments, trends, competitive situation. Info from ABS, AGIMO, Gartner, Jupiter, Forrester, Gartner, KPMG, Ernst and Young, PWC, BCG, Nielsen Netratings, Hitwise, technocrati.com etc) about how customers, suppliers are using the Internet in the industry sector). This is an important aspect of your report!</td>
<td>How well has secondary research of the industry sector been conducted, how extensive was the research, quality of sources?</td>
</tr>
<tr>
<td>What type of business model has been used</td>
<td>Clear definitions of models and the application in the chosen site</td>
</tr>
<tr>
<td>Context</td>
<td>Show the relevant issues with screen shots and mark up</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>(site layout, design and navigation, site map, search- how executed, how good are the results)</td>
<td></td>
</tr>
<tr>
<td>Content (use of text, pictures, sound, video)</td>
<td>What has been used and how consistent is it?</td>
</tr>
<tr>
<td>Corporate ID and Design</td>
<td>Is it consistent and across different media?</td>
</tr>
<tr>
<td>(Does the company carry the design through the whole site? Across countries?)</td>
<td></td>
</tr>
<tr>
<td>Conventions</td>
<td>Comparison with what other sites do and what research indicates is a good way of doing it.</td>
</tr>
<tr>
<td>(how does it comply with users expectation e.g. Menu choices, search, sitemap)</td>
<td></td>
</tr>
<tr>
<td>Customer focussed – 5 IS -</td>
<td>Who are possible target markets – how are the 5 Is addressed</td>
</tr>
<tr>
<td>(different websites for different groups e.g. current students, future students, current customers, new customers, investors, etc, media: special section for the press, press releases, archive, as reported in the press)</td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>Is there a community, how active? What type of community, you need to explore as many as possible</td>
</tr>
<tr>
<td>(the way the site enables user to user communication)</td>
<td></td>
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<tr>
<td>How is social networking used? How well is the site represented in terms of blogging and on Facebook, Myspace, Twitter and Youtube, Foursquare, Instagram etc?</td>
<td></td>
</tr>
<tr>
<td>Customisation</td>
<td>How well does the site adapt itself to customer needs?</td>
</tr>
<tr>
<td>(site’s ability to allow users to personalise the site or adapt itself to different users)</td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>How well are the various elements researched and presented?</td>
</tr>
<tr>
<td>(how the site enables site to user, user to site and 2 way communication, newsletter, subscription, RSS feeds, Email – browser default or custom form) is social networking, Blogging Twitter used?</td>
<td></td>
</tr>
<tr>
<td>Connection</td>
<td>List of links, comments on links</td>
</tr>
<tr>
<td>(how the site links to other sites)</td>
<td></td>
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<tr>
<td>Commerce</td>
<td>Description of activities, documentation of commercial transactions, trial</td>
</tr>
<tr>
<td>(how the site enables transactions- and how the site generates income e.g. subscription, membership, sale of products either from the site or linked to intermediaries)</td>
<td></td>
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<tr>
<td>Convergence</td>
<td>Description and documentation</td>
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<tr>
<td>(integration with other media e.g. Mobile, RSS feeds)</td>
<td></td>
</tr>
<tr>
<td>Cross promotion</td>
<td>What products, how?</td>
</tr>
<tr>
<td>(of products and services by associated companies)</td>
<td></td>
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<tr>
<td>Use of viral marketing</td>
<td></td>
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<tr>
<td>Compliance</td>
<td>Detailed analysis of W3, examples</td>
</tr>
<tr>
<td>(with disability (W3) and Privacy legislation)</td>
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<tr>
<td>Currency</td>
<td>Date stamps, other evidence of time relevance</td>
</tr>
<tr>
<td>(up to date information)</td>
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<tr>
<td>Corporate</td>
<td>Detailed list and comparison of the various elements.</td>
</tr>
<tr>
<td>(history of company, mission statement organisational structure, names and details of CEO and managers, address, maps, link to suppliers, dealers, intermediaries,</td>
<td></td>
</tr>
<tr>
<td><strong>Australian Government Higher Education (CRICOS)</strong></td>
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<tr>
<td><strong>Registered Provider number: #00212K</strong></td>
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</table>
| current and future employees) | Corporate responsibility  
(citizenship, membership of Global Compass, GRI, Sustainability etc., nature of reports.) | Where, how, to what extent, comparisons |
| Investor relations  
(share price, annual report, links to regulators, analysts, comparisons with industry sector). | How well are the elements analysed? |
| The marketing mix  
(Products, beta, merchandising, services, downloads), Price (clearly displayed, add-ons, delivery), distribution (links to dealers and intermediaries, service centres, branches), promotion (sales promotion – specials, contests, public relations, testimonials, experts, advertisements of the company and others, trade fairs, conference attendance and conventions) | How well are the elements analysed and described? |
| Apps | Are apps available?  
On which platforms?  
Free/ paid? |
| Mobile | Is site accessible via mobile phone and how well is it integrated |
| Clicks  
(how long does it take to get to specific information) | List of major clicks to get to sections of the site |
| Other – by looking through the sites you will identify new categories not listed above | Have new categories been identified, what effort was made?  
Q codes, etc. |
| Scoring scheme | How well developed is the analysis tool used? |
| Research, referencing  
Exploration of other ranking, rating, benchmarking and scoring schemes. | How well is the information referenced,  
How much research was done, what quality is the research (various sources, use of reports etc.) |
| Presentation of report | Written clarity,  
Visual presentation, bound |
| Provided peer assessment? | Need to provide peer assessment sheet |
| Oral presentation | Clarity of slides, referencing, team work, completed on time |

You may rate the performance using a simple scheme like 0= not evident 1= evident, average execution, 2= superior  
You might also want to weight the various factors above and research other ranking, rating, benchmarking and scoring schemes
You will be judged on: the extent and quality of your research (40%) your analysis of the research that you have conducted (30%) and your presentation of the results, including the framework that you have developed to analyse the sites (30%).

Assignment Coversheet
Faculty of Business Government & Law

Team leader: name and ID
And email

Team members

Unit number and name

Name of tutor

Assignment name Web audit : Topic

Companies analysed

Student who is primarily responsible for the company

Reference company:

All have equally contributed – yes/ no ( please circle)

Due date

You must keep a photocopy or electronic copy of your assignment.

Student declarations

This is all my own work and other sources are properly credited - I certify that the attached assignment is my own work. Material drawn from other sources has been appropriately and fully acknowledged by providing author/creator, source and other bibliographic details. Such referencing meets unit-specific requirements of format and style.

I know what plagiarism is and how to avoid it - I have completed the Academic Integrity Module in this unit or another unit or I understand the requirement for full referencing of all material that comes from another person or source.

This work may be checked electronically for plagiarism - I give permission for my assignment to be copied, submitted and retained for the electronic checking of plagiarism.

This work may be used for benchmarking - I give permission for my assignment to be copied, submitted and retained for benchmarking purposes.

Signature of student: ________________________________________ Date: ____________
Assignment feedback will be provided via MOODLE
Assignment Coversheet  
Faculty of Business Government & Law

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<th>Unit number and name</th>
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<table>
<thead>
<tr>
<th>Name of tutor</th>
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<tr>
<th>Assignment name</th>
<th>Blog</th>
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