Unit Outline
MKTG3003 Internet Marketing
Trimester 3A, 2016

Unit study package code: MKTG3003
Mode of study: Internal
Tuition pattern summary: Note: For any specific variations to this tuition pattern and for precise information refer to the Learning Activities section.
Online Class: 1 x 1 Hours Weekly
Tutorial: 1 x 2 Hours Weekly
This unit does not have a fieldwork component.
Credit Value: 25.0
Pre-requisite units: 10850 (v.0) Marketing 100 or any previous version
OR
MKTG1000 (v.0) Discovering Marketing or any previous version
Co-requisite units: Nil
Anti-requisite units: Nil
Result type: Grade/Mark
Approved incidental fees: Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details.
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Acknowledgement of Country
We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present. The Centre for Aboriginal Studies aspires to contribute to positive social change for Indigenous Australians through higher education and research.

Syllabus
This unit introduces students to the digital marketing world. It broadens understanding of the non-technical aspects of the internet and world wide web. The unit explores and discusses how the online environment impacts marketing through identifying web-based opportunities and threats for firms. Furthermore the unit applies marketing strategies and functions to an online context.
Introduction

The Internet has emerged as a key platform to facilitate commerce and communication on a global basis. It continues to grow at an exponential rate and is transforming the value chain of virtually every industry. Today millions of commercial Internet sites are doing business around the globe. The E-Commerce Age is underway. This unit introduces students to a range of marketing uses of the Internet based upon sound strategy developed from academic research and practitioners’ experience. The aims of this unit are to:

1. Introduce students to strategic marketing uses of the Internet.
2. Familiarise students with hands-on Internet Marketing tools by performing an analysis of a firm’s e-marketing strategies.
3. Develop a range of online tools.
4. Discover ways in which those tools can be effectively integrated into traditional marketing planning.

Unit Learning Outcomes

All graduates of Curtin University achieve a set of nine graduate attributes during their course of study. These tell an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and attributes which employers say would be useful in a professional setting. Each unit in your course addresses the graduate attributes through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes tell you what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your achievement of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating we can say you will have achieved all of Curtin’s Graduate Attributes through the assurance of learning process in each unit.

<table>
<thead>
<tr>
<th>On successful completion of this unit students can:</th>
<th>Graduate Attributes addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explain the internet marketing context: internet business models, performance metrics and the role of strategic planning</td>
<td>☑️ Thinking skills (use analytical skills to solve problems) ☑️ Information skills (confidence to investigate new ideas)</td>
</tr>
<tr>
<td>2. Apply strategies of segmenting, targeting, positioning and differentiation</td>
<td>☑️ Communication skills ☑️ Technology skills</td>
</tr>
<tr>
<td>3. Evaluate an organization’s e-marketing strategies and tactics</td>
<td>☑️ International perspective (value the perspectives of others) ☑️ Cultural understanding (value the perspectives of others)</td>
</tr>
<tr>
<td>4. Apply the marketing functions of product, pricing, distribution and communication in an online environment</td>
<td>☑️ Professional Skills (work independently and as a team) (plan own work)</td>
</tr>
</tbody>
</table>

Curtin’s Graduate Attributes

- ☑️ Apply discipline knowledge
- ☑️ Thinking skills (use analytical skills to solve problems)
- ☑️ Information skills (confidence to investigate new ideas)
- ☑️ Communication skills
- ☑️ Technology skills
- ☑️ Learning how to learn (apply principles learnt to new situations) (confidence to tackle unfamiliar problems)
- ☑️ International perspective (value the perspectives of others)
- ☑️ Cultural understanding (value the perspectives of others)
- ☑️ Professional Skills (work independently and as a team) (plan own work)

Find out more about Curtin’s Graduate attributes at the Office of Teaching & Learning website: ctl.curtin.edu.au
Learning Activities

The primary learning activities in this unit will be the work done by students in: (1) one group project on a firm’s e-marketing strategy, and (2) two individual projects focusing on a firm’s e-marketing plan and mapping consumer digital journey while buying a product in online. Working on a firm’s e-marketing strategy involves developing an advertisement campaign using Google AdWords. It also involves utilizing the concepts and terminologies of the discipline, analyse the information available through the firm's website and other internally generated information and a critical appraisal of the relevant strategies and tactics. The first individual assessment involves preparing an e-marketing plan for a selected firm or brand. The second individual assessment focuses on mapping how consumers go through different steps and/or touch points while buying a product in online and critically describe how the firm has used different digital marketing tools to facilitate consumers’ journey. In addition, there will be a number of class participation activities in the workshop that will involve presentations and general class discussions.

The lectures for this unit will be devoted to covering the materials presented in the textbook to provide students with the tools needed to successfully complete all the assignments of the unit and operate in an entry level e-marketing position with a firm. Workshops will be largely based on demonstration and use of Google AdWords, and discussion on weekly topics and the assessments. It is important to prepare own self to attend the workshops in order to keep abreast of how the lecture and other discussion materials will be specifically applied to your group and individual projects. The workshop time will be devoted to:

1. Group activities, presentations and student engagement.
2. Discussing lectures and clarifying issues from the lecture/reading materials.

Learning Resources

Essential texts

The required textbook(s) for this unit are:


Recommended texts

You do not have to purchase the following textbooks but you may like to refer to them.


Other resources

For recent industry trend and update:
### Assessment

#### Assessment schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Value %</th>
<th>Date Due</th>
<th>Unit Learning Outcome(s) Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. E-Marketing Plan</td>
<td>35 percent</td>
<td>Week: Week 6, Day: Friday, Time: 11.59 pm</td>
<td>1,2,4</td>
</tr>
<tr>
<td>2. Online Media Campaign</td>
<td>35 percent</td>
<td>Week: Week 3, 11, 12, Day: During workshop; Friday of week 12 by 11.59 pm, Time: As applicable</td>
<td>2,3,4</td>
</tr>
<tr>
<td>3. Consumer digital journey map</td>
<td>30 percent</td>
<td>Week: Week 9, Day: Friday, Time: 11.59 pm</td>
<td>2,3,4</td>
</tr>
</tbody>
</table>

#### Detailed information on assessment tasks

1. **E-marketing plan (worth 35% of the unit mark) (Due in week 6)**

   E-marketing plan is an individual assignment. For this assessment, students are required to select a firm or brand with which they are familiar. The firm should have an active website. You need to prepare an e-marketing plan for the selected firm or brand. DO NOT select the same brand or firm that you will select for AdWords group project. Please follow the marking guide/rubric available under the assessment tab on the Blackboard; and, prepare the e-marketing plan for the selected brand or firm accordingly. You are required to submit the e-marketing plan through blackboard. Please DO NOT select the same brand or company that you will select for AdWords Group Project.

   The length of the e-marketing plan should not be more than 10 pages (12 font; 1 inch margin in all side) excluding the cover page, table of contents, references and appendices. Your write up beyond the first 10 pages will NOT be marked. The assignment will be checked through Turnitin for plagiarism monitoring. Penalties will be applied for late submission.

2. **Online Media Campaign (worth 35% of the unit mark)**

   Under the guidance of the lecturer/tutor, students will organise themselves into groups of 3-4 members during the first tutorial. Your overall task is to create an online advertisement campaign using Google AdWords. You need to select a local small and/or medium enterprise which has an active website. Please do not select any financial organization or any business in competitive industries such as insurance, law firms, debt consolidation, or something similar. Also, please note that this is NOT the official Google Online Marketing Challenge as the competition only runs in semester 1. You CAN NOT register your group via Google Online Marketing Challenge website. The team project consists of the following tasks:

   **A) Group contact - Due in week 3 in the workshop**

   All group members should plan and discuss how the group will work. Share all the members’ contact phone and/or email address to each other. On a separate document, please submit the same information to your tutor along with the following information:

   - Write down the first and last name of each team member along with the student ID and email address. Also, please mention who is the team leader?
   - Mention the firm that your group has selected along with its web link. Outline tentative objectives of the campaign i.e. is it to create awareness or to increase number of visitors in the website or to promote the recent discount offer, etc.

   **B) Developing a campaign (with 3 or 4 ad groups; 9 or 12 text ads) for the firm in Google AdWords**

   Each group requires developing a campaign (with numerous text ads) for the selected firm in Google AdWords. Each group are expected to do the following activities –

   - Open an AdWords account for the group and share its credentials such as email, and password among
all the group members.

- Develop at least one campaign including 3 or 4 ad groups and 9 or 12 text ads (3 text ads per ad group). EACH MEMBER OF THE GROUP WILL BE RESPONSIBLE FOR ONE AD GROUP AND DEVELOPING AT LEAST 3 TEXT ADS FOR THE AD GROUP.
- Please note that it is NOT mandatory to make your ads live. There is no budget allocated for this.

C) Preparing and Submitting a Campaign Report (28% of the unit mark) (Due in week 12)

You need to prepare a campaign report describing ‘what’ and ‘why’ aspect of the campaign, ad groups and the text ads that you have prepared. The ‘why’ aspect of these ads should be in line with certain campaign objective. The specific structure of the campaign report is mentioned below –

(i) Client Overview (4%, about one page)

Client overview can be considered as the foundation of the proposed AdWords strategy. This section should provide a brief overview of the client and its marketing. Client profile should include name, location, goods and services offered, key online marketing strategy, URL, overview of the website management, social media such as Facebook, Google+, etc., firm’s online presence and sales via online and offline channels, and other relevant information.

(ii) Market Analysis (5%; about one page)

Market analysis should include the current and potential customers; current and potential competitors; overview of the industry (key characteristics, competitive/saturated/mature); projected and historical online spending for the industry; market position/specialties; unique selling points of the goods/services offered; seasonality of their goods/services or seasonality that the company has identified; other relevant market information.

(iii) AdWords Strategy [16% (3% - 4% for each ad group); about four pages; about one page per ad group]

Based on an analysis of the client, its website and marketing, each team should craft an appropriate AdWords Strategy and metrics for their campaign. The proposed strategy should include:

- Ad Groups and the rationale for each Ad Group
- At least three optimized text ads for an ad group with explanation of how, why and what best practice techniques were used
- Keywords and negative keywords for each ad group
- Headline, USP, action line and description line for each text ad
- Target audience settings
- Daily and weekly plans for spending their campaign budget
- Keyword bidding
- Geo-targeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information
- Conclusion

(iv) Quality of Written Communication (3% of the unit mark)

The AdWords campaign report should have a logical flow, easy to follow, and should not include any grammatical mistake.

Students are required to submit the AdWords group project report through Blackboard on or before the due date. Late penalties will be applied if any of the groups is late in submitting the report.

D) Presentation of the Campaign Report (5% of the unit mark) (Due in week 11)

This presentation should give your peers an idea about your AdWords campaign. Each group will have 15 minutes to present and 5 minutes for Q & A. Your presentation should include the following points:

- Your client and the industry
- Your main campaign objectives
- Your ad groups, major keywords and negative key words, and how the ad groups differ from each other
- Three text ads for each ad groups and how the text ads are different from each other
E) Peer Evaluation (2% of the unit mark)

Before you submit the final report, each team member should review the work done by other team members. Each team member has to assign a maximum of 100% to each of the other team members of the group. Students cannot assign any percentage to themselves.

Each group member is expected to contribute equally to the group project. Otherwise, group members’ marks will vary based on peer evaluation and the quality of work for the respective ad group that the members are dealing with both in the campaign report and presentation. The length of the AdWords group report should not be more than 8 pages (12 font; 1 inch margin in all side).

3. Mapping Consumer Digital Journey (worth 30% of the unit mark) (Due in week 9)

Mapping a consumer purchase journey is an effective method for marketers to improve customer experiences. Mapping helps marketers diagnose relevant issues that are critical to target customers, and formulate innovative ways of delivering them a ‘wow’ experience. For this purpose, marketers need to understand the steps (i.e. need recognition, awareness, research, evaluate, purchase, pay and post purchase service) that consumers go through before purchasing a product online or offline.

For this individual assessment, you are asked to map your digital journey while purchasing a product or service online. You need to select a brand, or a firm that has a significant online presence in order to develop your map. If you are likely to interact with both online and offline contexts throughout the purchasing process, please consider both while mapping the journey. You are required to prepare a report covering the following key issues –

a. General introduction about the product or service, its nature, and targeted customers of the firm.
b. Create a map (e.g. a diagram or flowchart) that shows your journey from need recognition to post purchase service that you have received from the selected brand or company. Specify each TOUCH POINT of your journey in the diagram.
c. Critically discuss how the brand or firm uses a different e-marketing channels or tools in each step of your journey. Your critical discussion should include both positive experiences and negative experiences that you had with the brand’s/firm’s online presence. Your discussion should also include the interaction of online and offline context if you have used both the platforms (online and offline) while purchasing the product or service (i.e. specify the TOUCH POINTS when you have gone offline and discuss why you have done so).
d. Recommend if there are other useful e-marketing tools that the brand or firm could use to make your online purchase journey more rewarding. Discuss with examples how these tools could facilitate your journey further. Your recommendation could be based on other competitor firms’ practices within the industry.

Please DO NOT select the same brand or company that you will select for AdWords Group Project. The length of the assessment should not be more than 8 pages (12 font; 1 inch margin in all side) excluding the cover page, table of contents, references and appendices. Your write up beyond the first 8 pages will NOT be marked. You are required to submit the assessment through blackboard. The submitted assignment will be transferred to Turnitin automatically for plagiarism monitoring. Late penalties will be applied if any student is late in submitting the assignment.

Pass requirements

Students are expected to attempt all assessment components in order to satisfy the unit requirements. Therefore in order to pass this unit the student must (i) achieve an overall mark equal to or above 50%; and (ii) submit all assessments.
Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/policies/teachingandlearning.cfm

Late assessment policy

This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied.

1. All assessments students are required to submit will have a due date and time specified on this Unit Outline.
2. Students will be penalised by a deduction of ten percent per calendar day for a late assessment submission (eg a mark equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late). This means that an assessment worth 20 marks will have two marks deducted per calendar day late. Hence if it was handed in three calendar days late and given a mark of 16/20, the student would receive 10/20. An assessment more than seven calendar days overdue will not be marked and will receive a mark of 0.

Assessment extension

A student unable to complete an assessment task by/on the original published date/time (eg examinations, tests) or due date/time (eg assignments) must apply for an assessment extension using the Assessment Extension form (available from the Forms page at students.curtin.edu.au/administration/) as prescribed by the Academic Registrar. It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student’s control that prevent them from completing/submitting the assessment task.

The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she was not able to submit the application prior to the assessment date. An application for an assessment extension will not be accepted after the date of the Board of Examiners’ meeting.

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check OASIS for details.

Deferred examinations/tests will be held from 27/02/2017 to 10/03/2017. Notification to students will be made after the Board of Examiners’ meeting via the Official Communications Channel (OCC) in OASIS.

Supplementary assessments

Supplementary assessments, if granted by the Board of Examiners, will have a due date or be held between 27/02/2017 and 10/03/2017. Notification to students will be made after the Board of Examiners’ meeting via the Official Communications Channel (OCC) in OASIS.

It is the responsibility of students to be available to complete the requirements of a supplementary assessment. If your results show that you have been granted a supplementary assessment you should immediately check OASIS for details.

Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies

A Curtin Access Plan (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin’s facilities and services or other support as discussed with an advisor from Disability Services (disability.curtin.edu.au). Documentation is required.
from your treating Health Professional to confirm your health circumstances.

If you think you may be eligible for a CAP, please contact Disability Services. If you already have a CAP please provide it to the Unit Coordinator at the beginning of each semester.

**Referencing style**

The referencing style for this unit is APA 6th Ed.

More information can be found on this style from the Library web site:

**Copyright**

© Curtin University. The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

**Academic Integrity (including plagiarism and cheating)**

Any conduct by a student that is dishonest or unfair in connection with any academic work is considered to be academic misconduct. Plagiarism and cheating are serious offences that will be investigated and may result in penalties such as reduced or zero grades, annulled units or even termination from the course.

Plagiarism occurs when work or property of another person is presented as one's own, without appropriate acknowledgement or referencing. Submitting work which has been produced by someone else (e.g. allowing or contracting another person to do the work for which you claim authorship) is also plagiarism. Submitted work is subjected to a plagiarism detection process, which may include the use of text matching systems or interviews with students to determine authorship.

Cheating includes (but is not limited to) asking or paying someone to complete an assessment task for you or any use of unauthorised materials or assistance during an examination or test.

From Semester 1, 2016, all incoming coursework students are required to complete Curtin's Academic Integrity Program (AIP). If a student does not pass the program by the end of their first study period of enrolment at Curtin, their marks will be withheld until they pass. More information about the AIP can be found at:
https://academicintegrity.curtin.edu.au/students/AIP.cfm

Refer to the Academic Integrity tab in Blackboard or academicintegrity.curtin.edu.au for more information, including student guidelines for avoiding plagiarism.

**Information and Communications Technology (ICT) Expectations**

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services.

You may also require a computer or mobile device for preparing and submitting your work.

For general ICT assistance, in the first instance please contact OASIS Student Support:
oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre:
life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel

**Additional information**

**Enrolment**

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.
Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- the University's Guiding Ethical Principles
- the University's policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University's policies on appropriate use of software and computer facilities

Information on all these things is available through the University's "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity

There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant family responsibilities, pregnancy, religious practices, living in a remote location or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact Student Equity at eesi@curtin.edu.au or go to http://eesi.curtin.edu.au/student_equity/index.cfm for more information.

You can also contact Counselling and Disability services: http://www.disability.curtin.edu.au or the Multi-faith services: http://life.curtin.edu.au/health-and-wellbeing/about_multifaith_services.htm for further information.

It is important to note that the staff of the university may not be able to meet your needs if they are not informed of your individual circumstances so please get in touch with the appropriate service if you require assistance. For general wellbeing concerns or advice please contact Curtin's Student Wellbeing Advisory Service at: http://life.curtin.edu.au/health-and-wellbeing/student_wellbeing_service.htm

Recent unit changes

Students are encouraged to provide unit feedback through eVALUate, Curtin's online student feedback system. For more information about eVALUate, please refer to evaluate.curtin.edu.au/info/.

To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.

Recent changes to this unit include:

Changes are made to the content, structure and assessments of the unit.
<table>
<thead>
<tr>
<th>Week</th>
<th>Begin Date</th>
<th>Lecture Topics</th>
<th>Assessment Due</th>
<th>Workshop Activities</th>
</tr>
</thead>
</table>
| 1.   | 7 Nov      | Introduction to Internet Marketing  
E-markets – Environmental and Global Issues  
E-marketing plan | | Introduction to the unit  
Discussion of the assessments  
Initiate group formation  
Video – History of the Internet  
Review of e-marketing environment  
Review of e-marketing plan  
Inform students to select a firm for e-marketing plan |
| 2.   | 14 Nov     | Internet Marketing Tools – Website, Google AdWords, Google Analytics, AdSense, etc. | | Different Digital Marketing Channels  
Discussion on a selected topic – Why Google?  
Initiate AdWords Group Project |
|      |            |                | Group Contact Info | **Student engagement activities:**  
i. Selection of the firms for e-marketing plan and AdWords group project  
ii. Discuss – Products/services and industry background of the firms  
iii. Discuss – e-marketing environment of the selected firms. |
| 3.   | 21 Nov     | Segmentation, Targeting, Differentiation and Positioning Strategies | | Discussion/activity on selected topic / case  
**Student engagement activities:**  
i. Segmenting, targeting and differentiation and positioning strategies of the firms selected for e-marketing plan and AdWords group project.  
ii. Opening Google AdWords account individually.  
iii. Discussion about Google AdWords and the group project. |
| 4.   | 28 Nov     | E-Marketing Management: Product and Pricing Strategy in Online | | Discussion/activity on selected topic / case  
**Student engagement activities:**  
i. Product and pricing strategies of the firms selected for e-marketing plan and AdWords group project.  
ii. AdWords video and discussion on – |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>5 Dec</td>
<td>Internet for Distribution Promotion Strategies in Online: - Paid, Earned and Owned media</td>
<td>Conventional promotion strategies vs Digital promotion strategies Discussion/activity on selected topic / case <strong>Student engagement activities:</strong>&lt;br&gt;1. Distribution and promotion strategies of the firms selected for e-marketing plan and AdWords group project. 2. Q &amp; A for e-marketing plan – 4 P strategies, evaluating performance and budget 3. AdWords video and discussion on – Key words planning; Components of a text ad</td>
<td></td>
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<tr>
<td>6.</td>
<td>12 Dec</td>
<td>Paid Media - Buying Digital Media Space</td>
<td>Different formats of online advertising. Discussion/activity on selected topic: Facebook Ad and E-mail marketing <strong>Student engagement activities:</strong>&lt;br&gt;1. Developing text ad in AdWords – Each group will develop at least one text ad for their firm. 2. Each member of a group will select key words for his/her ad group and will plan for their ad. 3. Q &amp; A for e-marketing plan.</td>
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<td>7.</td>
<td>19 Dec</td>
<td>Online Consumer Behaviour and Experience Relationship Marketing Online</td>
<td>Discussion on customer experience and mapping consumer digital journey <strong>Student engagement activities:</strong>&lt;br&gt;1. Identify touch points in the process of purchasing from a selected firm; map the steps in the process and comment. 2. How to understand that the AdWords campaign is running? 3. Each member of a group will select his/her ad group and develop text ad for the ad group.</td>
<td></td>
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<tr>
<td>8.</td>
<td>26 Dec</td>
<td>Planning and Developing a Website</td>
<td>Discussion/activity on selected topic:</td>
<td></td>
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<tr>
<td>No.</td>
<td>Date</td>
<td>Topic</td>
<td>Discussion/Activity</td>
<td>Student Engagement Activities</td>
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| 9.  | 2 Jan | Customer Engagement and Social Media | Mapping consumer digital journey | Discuss/activities on selected topic:  
- Customer engagement through social media  
- Social media marketing (SMM)  
Student engagement activities:  
  i. Student in group will select a firm’s website/blog/online community where any of them are involved and will discuss how; comment on the firm’s effort in this regard and discuss.  
  ii. AdWords video - Tweaking and optimizing AdWords account.  
  iii. Q & A - mapping digital journey |
| 10. | 9 Jan | Evaluation and Improvement of Digital Channel Performance | E-marketing performance metrics | Discuss/activities on selected topics:  
- Different performance metrics  
- KPI and web analytics  
Student engagement activities:  
  i. Review of AdWords text ads, their headlines, USPs, action lines, and description lines; and,  
  ii. Guidelines for the presentation |
| 11. | 16 Jan | Legal and Ethical Issues Online | AdWords Group Presentations | AdWords Group Presentation  
Q & A – AdWords Final Group Report |
| 12. | 23 Jan | Review of the unit | AdWords Group Project Report Peer Review | Wrap-up  
Submission of AdWords Report  
Submission of the peer review |