

Marketing on the Internet (網路行銷)
(“Network Marketing” is the Official Course Name)
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GENERAL INFORMATION

Course Number: 741 U9300
Date: Feb. 18, 2008 ~ Jun. 16, 2008
Time: 14:20 ~ 17:10
Venue: Room 205, Building 2 of the College of Management

OBJECTIVES

The Internet, if well understood and creatively utilized, is an efficient and effective platform which complements other offline avenues to maximize the return of marketing activities. The course is thus designed to:

1. Help senior undergraduate as well as MBA students majoring in Marketing more realistically understand the commercial Internet environment.
2. Familiarize participants with marketing mixes on the Internet.
3. Familiarize participants with various business models for both offline and online market players.
4. Familiarize participants with keyword advertising practices given the opportunity provided by the Google Online Marketing Challenge initiative.

CLASS CONTRACT

1. Be curious and ambitious. Participants are expected to be very interested in marketing on the Internet, in terms of both theory and practice.
2. The Internet is a wildly evolving global platform. Do not be obsessed only by current, local phenomena.
3. This is a course in English, not an English course. Language is just a tool of communication; it should not be a barrier.
4. Participate in both classroom and group discussions.
5. Get your case pack and form your team of 4~6 participants by March 10.

TOPICS OVERVIEW

Date	Subject	Reading	Case	Works Due
2/18	Introducing the Course			
2/25	The Digital Environment			
3/3	Web 2.0	R1		
3/10	Online Information Behavior	R2, R3		Set up your website
3/17	Business Model		HBR: Netflix	HW1
3/24	Internet Traffic	RX		
3/31	Online Branding		HBR: Adidas	HW2
4/7	Keyword Advertising		The Google project	
4/14	Online Pricing and Auction	RX		
4/21	Mid-term Project Presentation			Mid-term project
4/28	Online Channels		HBR: Mary Kay	HW3
5/5	Invited Speaker's Session			
5/12	Online Communications		HBR:MedNet.com	HW4
5/19	B2C e-commerce	RX		
5/26	B2B e-commerce		HBR: Jewellworld	HW5
6/2	Summing Up	RX		
6/9	Term Project Presentation			Term Project
6/16	Individual Counseling			

HW: two-page case discussion result summary, group homework.

LEARNING MATERIALS

Readings

R1: "What is Web 2.0" <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

R2: "Human Information Behavior" <http://inform.nu/Articles/Vol3/v3n2p49-56.pdf>

R3: "Information Seeking on the Web" http://www.firstmonday.org/issues/issue5_2/choo/

RX: Articles from various sources to be directed from the course's blog.

Cases

HBR Netflix: Netflix (N5-607-139)

HBR Adidas: The Brand in the Hand: Mobile Marketing at Adidas (905A24)

HBR Mary Kay: Mary Kay Inc.: Direct Selling and the Challenge of Online Channels (KEL034)

HBR MedNet.com: MedNet.com Confronts "Click-Through" Competition (2066)

HBR Jewellworld : Jewellworld.com: A Jewellery Industry B2B Portal (HKU562)

Textbook for Reference

Hanson, Ward and Kirthi Kalyanam (2007), *Internet Marketing & e-Commerce*, Thomson South-Western.

GRADING POLICY

Five two-page case discussion result summaries:	20 %
Five in-classroom case discussions:	20 %
General classroom discussion participation:	20 %
Mid-term project:	20 %
Term Project:	20 %

TIME/SCHEDULE

Session 1: Feb. 18 Introducing the Course

Objectives

1. Discuss this syllabus.
2. Finalize our course “contract”.
3. Individual consultation.

Session 2: Feb. 25 The Digital Environment and Marketing

Objectives

1. Get a comprehensive picture of the background of the Internet.
2. Define what we mean by “marketing” in this course.
3. Appreciate the many faces of the Internet.
4. Understand the macro-environment of marketing on the Internet.

Material

1. A PPT file to be downloaded from the BA department’s teaching-support website.

Questions to Be Discussed

1. What are the meanings of Internet?
2. What is the relationship between the Internet and the marketplace?
3. What is the digital “quadruple play” and what are its implications?

Session 3: Mar. 3 Web 2.0

Objectives

1. Understand the background of Web 2.0.
2. Clarify myths created by the 2.0 hype.
3. Get familiar with Web 2.0 applications that are foreign to the local market.

Material

1. A PPT file to be downloaded from the BA department's teaching-support website.
2. "What is Web 2.0" <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Questions to Be Discussed

1. What distinguishes Web 2.0 from Web 1.0?
2. What are the implications of social networks?
3. What are the barriers for market players to ride the current Web 2.0 wave?

Session 4: Mar. 10 Online information Behavior

Objectives

1. Understand the Internet users' information behavior from various angles.
2. Appreciate that the Internet users are heterogeneous.
3. Comprehend several information behavior models for later uses.

Material

1. A PPT file to be downloaded from the BA department's teaching-support website.
2. "Human Information Behavior" <http://inform.nu/Articles/Vol3/v3n2p49-56.pdf>
3. "Information Seeking on the Web" http://www.firstmonday.org/issues/issue5_2/choo/

Questions to Be Discussed

1. What are the motivations of people's information seeking?
2. How does the Internet fit in its users' daily life?
3. How should one study online information behavior?

Session 5: Mar. 17 Business Model

Objectives

1. Understand the uses and limitations of a business model.
2. Comprehend the components of a business model.
3. Get familiar with various Internet-related business models.

Material

1. A PPT file to be downloaded from the BA department's teaching-support website.
2. The HBR Netflix case.

Questions to Be Discussed

1. Would you buy Blockbuster stock or short it at the time of the case? How about Netflix? Why?
2. Did Netflix do the same jobs for consumers that Blockbuster did? How did this evolve over time?
3. Compare Blockbuster's and Netflix's profit models. How might the differences affect the respective company's strategies?
4. As you examine each major shift in Netflix's strategy, what might have been an assumptions checklist that they might have used at each stage? What assumptions checklist might you use for VOD?

Session 6: Mar. 24 Internet Traffic

Objectives

1. Understand how the Internet traffic is measured.
2. Appreciate the importance of traffic to a website.
3. Know sources for Internet traffic references.

Material

TBA

Questions to Be Discussed

1. What are the likely biases of Internet traffic measurement?
2. How should an online player generate "meaningful" traffic?
3. What is the relationship between Internet traffic and CRM?

Session 7: Mar. 31 Online Branding

Objectives

1. Get a picture as to how the Internet can be a branding platform.
2. Know the giant online players.
3. Understand how offline players are using the Internet for branding.

Material

1. The HBR Adidas case.

Questions to Be Discussed

1. What is Adidas' position in the athletic shoe market? How does the brand seem to be doing in this market?
2. What evidence does Adidas have that suggests the importance and potential success of digital interactive and mobile marketing?
3. What is the Brand in the Hand concept? What does this mean to Adidas and its branding efforts?
4. What were the objectives of the Missy Elliott (ME) campaign in the United States, and why did Adidas choose to centre the campaign based on Elliott? Do you think this campaign will be successful in the United States and why?
5. How important a role should MMC play in Adidas' overall brand communications strategy? Is MMC just a novel approach to marketing communications and a marketing fad (is it merely communicating the same message in a new format?), and to what extent should it play a part of overall marketing communications strategy at Adidas or at other firms competing in different industries in the future?

Session 8: Apr. 7 Online Pricing and Auction

Objectives

1. Understand various online pricing and auction mechanisms.
2. Appreciate the Internet as an efficient platform to balance demand and supply.
3. Know the main online players and understand how they use online pricing in competitions.

Material

TBA.

Questions to Be Discussed

1. What are the limitations of various online pricing and auction mechanisms?
2. How should pricing be utilized in combination with other marketing mix variables?
3. What is the relationship between online pricing and CRM?

Session 9: Apr. 14 Online Channels

Objectives

1. Understand the uniqueness of online channels.
2. Understand how online channels complement offline ones.
3. Understand channel conflicts.

Material

The HBR Mary Kay case.

Questions to Be Discussed

1. What are the sources of gaps in the Mary Kay channel?
2. What demand-side and supply-side gaps are caused by these sources?
3. Does Mary Kay's channel design fit in its competition strategy?
4. To more realistically answer question 3, what further information would you like to have?

Session 10: Apr. 21 Mid-term Project Presentation

Session 11: Apr. 28 Keyword Advertising

Objectives

1. Understand the roles search engines play for marketers.
2. Know the essence of SEO and SEM.
3. Understand the limitations of SEO and SEM.
4. Get the comprehensive picture of the term project (sponsored by Google).

Material

1. The HBR Google case.
2. The Google Online Marketing Challenge references.

Questions to Be Discussed

1. What do SEO and SEM mean to market leaders? What do they mean to small players?
2. What kind of preparations should a marketer do before it adopts keyword advertising as a marketing tool?
3. How to complete the term project?

Session 12: May 5 Invited Speaker's Session

Session 13: May 12 Online Communications

Objectives

1. Know how the Internet can be utilized as a mass-medium.
2. Understand the roles WOM plays in communications on the Internet.
3. Know the ways to efficiently communicate online.

Material

The HBR MedNet.com case.

Questions to Be Discussed

1. If Internet media is so measurable, how can Heather Yates and Bill Bishop be in such a predicament?
2. What does an advertiser want? Sales, leads, brand awareness? What are the best metrics for measuring these?
3. What specific consumer behaviors determine whether or not a business model produces the results an advertiser wants?
4. What is the best argument Heather Yates can make to justify charging Windham Pharmaceuticals for impressions instead of click-throughs? Does she have acceptable alternatives?
5. What value to the visitor does a general interest site contribute that a niche site can't? Which is the more defensible business model?
6. What steps can MedNet take to address emerging competitive threats?

Session 14: May 19 B2C e-Commerce

Objectives

1. Know various B2C e-commerce business models.
2. Understand why some online retailers succeed whereas some others fail.
3. Understand relationships between online and offline retailers.

Material

TBA.

Questions to Be Discussed

1. What should a B2C start-up retailer do to ensure its growth?
2. What is the relationship between B2C e-commerce and CRM?
3. What are the opportunities for B2 C e-commerce players to further explore in the

current market?

Session 15: May 26 B2B e-Commerce

Objectives

1. Know the role various B2B portals play.
2. Understand the uniqueness of online B2B practices.
3. Know several key players in B2B e-Commerce.

Material

The HBR Jewellworld case.

Questions to Be Discussed

1. What factors are favorable/unfavorable to the development of Jewellworld.com's B2B platform?
2. Are Jewellworld.com's competitive advantages sustainable? Can they be leveraged?
3. What other directions could Jewellworld.com explore but not?
4. Evaluate the options presented in the case. Is there any other meaningful options?

Session 16: Jun. 2 Summing Up

Objectives

1. Sum up what we've explored in this course.

Session 17: Jun. 9 Term Project Presentation

Session 18: Jun. 16 Individual Counseling