

Network Marketing (網路行銷)

By **Chun-Yao Huang (黃俊堯)**

A Tentative Syllabus

GENERAL INFORMATION

Course Number:	741 U9300
Date:	Sep. 16, 2008 ~ Jan. 13, 2009
Time:	09:10 ~ 12:10, Tuesdays
Venue:	Room 303, Building 2 of the College of Management
Office Hour:	09:00~11:00, Wednesdays, Room 1107.

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 September 30.

TOPICS OVERVIEW

Date	Subject	Reading	Case	Works Due
9/16	Introducing the Course			
9/23	What's Marketing?	R1		
9/30	Business Models in the Networked Environment		Netflix	Summary 1
10/7	The Networked Landscape			
10/14	Traffic and Metrics		MedNet	Summary 2
10/21	The Google Game			
10/28	Marketing Communication on the Internet		Microsoft adCenter	Summary 3
11/4	Online Information Behavior	R2		
11/11	Web 2.0	R3	MySpace	Summary 4
11/18	Mid-term Project Presentation			Mid-tern project
11/25	Branding in the New Environment		Dove	Summary 5
12/2	Pricing and Auction on the Internet			
12/9	Channel Issues on the Internet		MaryKay	Summary 6
12/16	E-commerce			
12/23	Platform-Mediated Networks		PayPal	Summary 7
12/30	Summing Up			
1/6	Term Project Presentation			Term Project
1/13	Individual Counseling			

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

LEARNING MATERIALS

Readings

R1: Theodore Levitt (1960), "Marketing Myopia," Harvard Business Review.

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

R3: "What is Web 2.0" <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Cases

HBR Netflix: Netflix (E238, Stanford)

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

HBR adCenter: Microsoft adCenter (9-908-049)

HBR MySpace: MySpace (9-708-499)
HBR Dove: Dove: Evolution of a Brand (9-508-047)
HBR PayPal: PayPal Merchant Services (9-806-188)
HBR Mary Kay: Mary Kay Inc.: Direct Selling and the Challenge of Online Channels (KEL034, Kellogg)

Textbook for Reference

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

GRADING POLICY

Seven two-page case discussion summaries:	20 %
Seven in-classroom case discussions:	30 %
Mid-term project:	20 %
Term Project:	30 %

TIME/SCHEDULE

Session 1: Sep.16 Introducing the Course

Objectives

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

Session 2: Sep. 23 What’s Marketing?

Objectives

1. Define what we mean by “marketing” in this course.
2. Review essences of marketing activities that will be related to this course.
3. 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.
2. Theodore Levitt (1960), “Marketing Myopia,” Harvard Business Review.

Session 3: Sep. 30 Business Models in the Networked Environment

Objectives

1. Understand the element of a business model.
2. Get a picture of business models on the Internet.
3. Learn perspectives of business models by discussing the Netflix case.

Material

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

Session 4: Oct. 7 The Networked Landscape

Objectives

1. Understand the Internet's evolution.
2. Discuss platforms (for marketing) that are related to the Internet.
3. Appreciate the international differences in the networked landscape.

Material

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

Session 5: Oct. 14 Traffic and Metrics

Objectives

1. Understand how the Internet traffic is measured.
2. Appreciate the importance of traffic to Internet marketing.
3. Know sources for Internet traffic references.
4. Learn perspectives of traffic and metrics by discussing the MedNet case.

Material

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

Session 6: Oct. 21 The Google Game

Objectives

1. Understand the essence of keyword advertising
2. Know the rules of the Google game (and the two projects for this course)
3. Get precious experiences by interacting with an outstanding team.

Material

1. A PPT file to be downloaded from the BA department's teaching-support website.
2. Google Online Marketing Challenge Materials posted on <http://www.google.com/onlinechallenge/>.

Session 7: Oct. 28 Marketing Communication on the Internet

Objectives

1. Appreciate tools of marketing communication (other than keyword advertising) on the Internet.
2. Know the major players.
3. Learn perspectives of online marketing communication by discussing the Microsoft adCenter case.

Material

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

Session 8: Nov. 4 Online information Behavior

Objectives

4. Understand the Internet users' information behavior from various angles.
5. Appreciate that the Internet users are heterogeneous.
6. 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>

Session 9: Nov. 11 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.
4. Learn perspectives of Web 2.0 by discussing the MySpace case.

Material

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

Session 10: Nov. 18 Mid-term Project Presentation

Details to be given on Oct. 21.

Session 11: Nov. 25 Branding in the New Environment

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.
4. Learn perspectives of online branding by discussing the Dove case.

Material

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

Session 12: Dec. 2 Pricing and Auction on the Internet

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

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

Session 13: Dec. 9 Online Channels

Objectives

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

3. Understand channel conflicts.
4. Learn perspectives of online channels by discussing the MaryKay case.

Material

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

Session 14: Dec. 16 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

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

Session 15: Dec. 23 Platform-Mediated Networks

Objectives

1. Get a broad picture of platform-mediated networks.
2. Learn important PMN concepts.

Session 16: Jun. 2 Summing Up

Objectives

1. Sum up what we've explored in this course.
2. Explore opportunities of applying what we have learned.

Session 17: Jun. 9 Term Project Presentation

Details to be given on Oct. 21.

Session 18: Jun. 16 Individual Counseling