

SPD4120 Internet Marketing and Logistics Semester (2005-06) Part-time

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Consultation Hours: TBA (to be announced)

Prior knowledge: Basic Knowledge in Information Technology, Use of Presentation Software (**Note:** It is the responsibility of students to ensure their fulfillment of the prior-knowledge requirement for this subject.)

1.0 ROLE AND PURPOSE

The aim of this course is to develop a general framework to enable of Internet marketing programs; to examine the impact of information technologies on marketing thinking and practice in both consumer and business-to-business markets; to relate internet technology and marketing applications for logistics management; and to understand forms of decision-making techniques relating to logistics problems.

2.0 LEARNING OUTCOMES

Upon successful completion of this subject, the students are expected to:

- (1) Understand the framework of Internet Marketing;
- (2) Analysing Internet Marketing Opportunities;
- (3) Designing the Marketing Programme for Supply Chain Logistics Management;
- (4) Evaluating the Marketing Programme;
- (5) Decision Support System and Models for Logistics Operations.

3.0

TEACHING AND LEARNING APPROACH

Current cases and examples from the Internet world will be used as illustration in class as well as for discussion in tutorials. Students will learn to critically assess business models by analyzing successful and unsuccessful companies and developing one of their own. Web-based teaching platform is adopted to facilitate interaction among teaching staff and students. Students are encouraged to make use of online information to build up their knowledge base.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation, and case study.

Students are required to spend at *least* 6 hours of outside-class preparation for the 2-hour lecture and 1-hour seminar per week. The 2 hours of preparation are usually considered as a minimum prerequisite for a meaningful one-hour lecture/seminar. Therefore, you are expected to have fully prepared before attending each class meeting.

The key to learning and acquiring knowledge and skills in this subject is through active participation in discussion with your group members and other classmates. You are encouraged to participate in group discussion and contribute your views on various issues related to the weekly topics. Active participation in exchanging ideas and giving critical feedback will mutually benefit you and your classmates in studying this subject.

4.0 ASSESSMENT

4.1 Method

<u>Description</u>	<u>Qty</u>	<u>Weight</u>	<u>Due Dates</u>
Course Work			
1. Group Assignment	1	20%	TBA
2. Group Assignment (Individual Presentation)	1	10%	TBA
3. Tutorial Participation	1	10%	All tutorials
4. Class Participation	1	10%	All classes
Final Examination	1	<u>50%</u>	
Total		<u>100%</u>	TBA

Notes: 1. Students must pass both Course Work assessment and Examination in order to pass this subject.

2. There will be **NO supplementary/deferred/make-up examination** offered in this subject. Absence from the final examination will automatically result in a **"Fail"** grade for this subject. Application for a late-assessment examination must be approved by Student Assessment Review Panel (SARP) and that approval will normally be given to an applicant who has presented an **acceptable medical certificate** thereafter. **Work or interview related conflicts or other reasons** (e.g. overseas travel, engagement in work, clash in examination schedule) will **NOT** be considered.

4.2 Rationale

Intelligent and relevant participation in class and tutorials is expected from each student. They allow students to apply their Internet Marketing and Logistics related knowledge and concepts in formulating solutions to achieve business goals. At the same time, group discussion also encourages students to critically evaluate the solutions put forward by others.

Group Assignment is intended to help students to integrate the major concepts that they have acquired and apply them in a realistic business situation in Hong Kong. The individual presentation on the group assignment is to help students to effectively communicate their ideas and provide reasonable justifications when their ideas are challenged.

The classroom / tutorial participation aims to evaluate the students' understanding of the major Internet Marketing and Logistics concepts and methods for the successful deployment and use of Information Technology. It also helps them to revise in time for the final examination.

The Final Examination aims to evaluate the students' comprehensive understanding of the major concepts and principles in Internet Marketing and Logistics. The students should demonstrate their understanding of the subject through suitable description of major Internet Marketing and Logistics concepts, and application of the suitable information systems and technologies to achieve business goals with justifications.

5.0 TEXTBOOK AND RECOMMENDED BOOKS

5.1 *Recommended Books (R):*

1. Kleindl, Brad Alan, Strategic Electronic Marketing: Managing E-Business, 2nd Edition, South-Western College Publishing (Thomson Learning), 2003.
2. Amor, Daniel, 2000. The e-Business (R)evolution – Living and Working in an Interconnected World. Hewlett-Packard Professional Books, Prentice Hall PTR.
3. Boombereg, David J., Stephen Lemay, and Ljoe Hanna. 2002. Logistics. Pearson Education Asia
4. Christopher, Martin. 1999. Logistics and Supply Chain Management. 2nd Edition. Pearson Educational Asia.
5. Poirier, Charles C. and Michael J. Bauer. 2000. E-Supply Chain – Using the Internet to Revolutionize Your Business. McGraw-Hill.

6.0 WEEKLY TEACHING PLAN

Lecture / Week	Topic	Objective
1. 1	Introduction to e-Business E-Business, or electronic business, is the process of conducting business using computer-mediated technologies. Students should understand this new competitive environment and know how to use and implement these techniques in current business models	<ul style="list-style-type: none"> - Explain what a business model is and how it is used - List the technologies that are being used to foster e-business - Identify the components of a marketing system - List the components of an e-business-based marketing system - List the components of an e-business value chain - Explain how and why business need to evolve and change to maintain competitiveness
2. 1	Understand E-Business and Internet Technologies To introduce the basic technological underpinning of e-business, the Internet, and the World Wide Web; and also provide a in-depth look at the technology that underpins e-business, including information on the Internet backbone, security, the role of standards, and choosing an ISP.	<ul style="list-style-type: none"> - Describe how the Internet works - Compare and contrast the last-mile connections to the Internet - Describe the threats to Internet security and how these can be addressed - Discuss the role of an Internet Service Provider - Understand how information is routed through the Internet - Outline the importance of open standards for the Internet and specify those standards - Understand the site hosting and ISP choice
3. 2	Internet Marketing Concepts and Strategy Students are expected to garner an appreciation for the role of e-commerce for creating competitive advantage in the global marketplace. Course reviews models and strategies pertinent to Internet marketing, including market segmentation, marketing mix strategies and customer relationship management.	<ul style="list-style-type: none"> - Identify the major forces shaping the new Digital Age. - Explain how companies have responded to the Internet and other powerful new technologies with e-business strategies, and how these strategies have resulted in benefits to both buyers and sellers. - Describe the four major e-commerce domains. - Discuss how companies go about conducting e-commerce to profitably deliver more value to customers. - Overview the promise and challenges that e-commerce presents for the future.
4. 2	E-Business Communication and Web Page Design To know how these multiple E-Business communication platforms facilitate the dissemination of information, the creation of communities, and the development of relationships	<ul style="list-style-type: none"> - List the various types of E-Business communication platforms - Recommend a strategy for developing an e-mail marketing campaign - Conceive an integrated internal communication system for a business - Understand how web pages are structured - Be able to explain the difference

	<p>Designing effective web pages is beyond the ability of most individual developers. Many tasks are involved, marketers must be able to work with specialists to be sure that a Web site's goals are reached.</p>	<p>between word-processed files and web pages</p> <ul style="list-style-type: none"> - Explain how content is sent to and called from a host - Outline the elements of web page design
5. 3	<p>E-Business Distribution Systems and Supply Chain Management</p> <p>The new technology-based information environment is transforming supply chains, channel structure, and relationships between intermediaries and those who facilitate the transport of goods.</p> <p>Power is shifting from manufacturers and retailers to customers. Individuals working for businesses operating in today's electronic environment will be involved in transforming enterprises.</p> <p>To understand the reasons that channels are evolving in order to understand how to construct E-Business-based distribution systems.</p>	<ul style="list-style-type: none"> - Explain why distribution systems change - Describe the nature of distribution systems - Compare and contrast traditional distribution systems and E-Business-based distribution systems - Describe how each distribution function is handled in an E-Business-based distribution system - Outline how channel relationships are changing. - Discuss how power is shifting in distribution channels. - Explain how middlemen's roles are changing in the distribution channel.
6. 3	<p>E-Business Value Strategies</p> <p>Consumers use the Internet to gather information about products and to find alternative suppliers. To gain competitive advantages, businesses use the Internet as a means of enhancing services offered to customers. Before they can gain such advantages, businesses must analyze current business models and value creation and how these models need to change in the face of new technologies.</p>	<ul style="list-style-type: none"> - Explain the seven strategies E-Business are using to create value for customers - Discuss how digital communication adds value to a business - Analyze the impact of each of the intellectual property areas on E-Business - Describe how the delivery of services is changing because of new technologies - Describe the impact of E-Business strategies on pricing
7. 4	<p>E-Business Strategy</p> <p>To explore the dynamics of developing strategies in an E-Business environment; and to explore the use of E-Business techniques for gaining competitive advantages along with the process of evaluating a business model</p>	<ul style="list-style-type: none"> - List the major drivers of E-Business strategy and their impact - Explain the importance of an e-business value chain - Describe the process of business model evaluation - Discuss how alliances and acquisitions relate to strategy development - Describe the strategic role of portals
8. 4	<p>The Supply Chain Revolution</p> <p>To scope the current business attention to supply chain management. The supply chain</p>	<ul style="list-style-type: none"> - To discuss the generalized supply chain model - To discuss the impact of globalization - Describe the Digital Business Transformation

	provides the framework within which logistical strategies are developed and executed.	- Explain the "6Fs" of Going Digital
9. 5	Information Technology Framework in Supply Chain Management To describe comprehensive information systems as a combination of communication networks and transaction systems.	- To discuss the comprehensive information system integration - Enterprise resource planning (ERP) - Communication systems - Execution systems - Planning systems - Radio Frequency Identification (RFID) - Extensible Markup Language (XML)
10. 5	Supply Chain Logistics Operations To describe logistics activities and functions	- To discuss the inventory functionality and definitions - To describe the inventory carrying cost
11. 6	Warehousing To describe logistics activities and functions	- To understand the concept of strategic warehousing - To discuss the operations of warehouse - To understand the Warehouse Management Systems
12. 6	Packaging and Materials Handling To describe how packaging serves to identify and protect products	- To discuss the perspectives of packaging - To discuss the Information-Directed System - To explain the E-Fulfillment system
13. 7	Relationship Development and Management The information revolution and the focus on supply chain integration are forcing logistics executives to rethink nearly every aspect of traditional organizational logic and to extend their thinking to relationships with suppliers and customers.	- To discuss the virtuality and organization transparency - To discuss the range of extended supply chain relationships - To discuss the collaborative relationships
14. 7	Review	

7.0 OTHER REQUIREMENTS

7.1 Course Work

Students are required to form study groups.

1. Group assignment report

Each study group is required to submit one group assignment report. The detail requirement and the due dates for group presentation and report will be informed in due course.

Report submitted without clear subject code and title, group number and student names will not be assessed

Non-submission of a piece of assessment will result in receiving "Fail" grade for this subject.

2. Participation

Participation takes the form of discussions, classroom exercise, quiz and short assignments.

3. Dishonesty

Dishonest report includes:

- a. deliberate copying or attempting to copy the work of other students;
- b. use of or attempting to use information prohibited from use in that form of assessment;
- c. submitting the work of another as your own;
- d. plagiarism (i.e. taking and using as your own the ideas, thoughts and writings of another without proper referencing and detailed acknowledge or with the intent to claim the work as your own; you are strongly advised to pay attention to the rules and guidance notes regarding plagiarism and how sources should be referred to and bibliographic referencing.)

Dishonesty in completing any of the assessment items of course work will attract very serious punishment (e.g. "fail" grade for this subject, suspension of study, termination of registration)

7.2 Attendance

Students are reminded to observe the attendance requirement. Failure in satisfying the attendance requirement will result in receiving "F" grade for this subject.