

## 156.755 Advanced Electronic and Mobile Marketing

Here is some basic information about the course 156.755 Advanced Electronic and Mobile Marketing. You are welcome to contact the course co-ordinator (listed below), for more details.

### Points Value:

30 credits

### Prescription:

A critical evaluation of the impact of the online and mobile environment on all aspects of the practice of marketing. Topics covered include the marketing environment, data mining, consumer behaviour, segmenting/targeting and positioning, product, price, distribution, personalisation/customisation, marketing communication, legal obligations and ethical constraints in both the online and mobile environments.

### Prerequisites:

Graduate Status and 156.700 or Permission Head of School

### Organisation:

Semester Two: Distance Learning only (no contact course)

### Paper Coordinators:

Distance Learning	Simon Cope School of Communication, Journalism & Marketing Massey University Private Bag 102 904 North Shore City Auckland 0745 Phone: 09 414 0800 ext 43316 Email: <a href="mailto:S.W.Cope@massey.ac.nz">S.W.Cope@massey.ac.nz</a>

### E-Learning Category

Web Required - Standard

### Required Text(s):

Strauss, J. & Frost, R. (2011). *E-Marketing: International Edition* (6<sup>th</sup> Ed.), Pearce Education.

## Learning Outcomes:

Students who successfully complete this paper should be able to:

1. Examine the assumptions underlying common electronic and mobile marketing practices and critically evaluate them against established marketing knowledge and empirical evidence.
2. Critically evaluate the ways in which online and mobile marketing techniques and practices can be integrated into an organisation's overall marketing efforts.
3. Analyse online and mobile technologies from the perspective of how they can support specific offline marketing efforts.
4. Critically evaluate the operational, ethical and legal issues associated with online and mobile marketing practices as they apply to specific target audiences.
5. Apply the theories, concepts, frameworks, tools and techniques of electronic and mobile marketing to a specific situation with a specific target audience.
6. Critically evaluate the academic literature in E-marketing or mobile marketing.

## Assessment:

<i>Offering/Assessment</i>	<b>Assessment 1 20%</b>	<b>Assessment 2 40 %</b>	<b>Assessment 3 40%</b>
<b>Distance Learning</b>	LO4, LO6	LO1, LO2, LO3, LO4, LO5	LO1, LO2, LO3, LO4, LO5

## Topics Covered in the Course:

The paper is divided into nine parts.

### The E-marketing environment

- Internet penetration

### Marketing knowledge

- Online market research
- Data mining and warehousing

### E-consumer behaviour; Segmenting, Targeting and Positioning

- Online consumer behaviour
- Traditional marketing tools applied online

### E- product

- Digitized products
- Customised products

### E- price

- Universal Price Knowledge
- Shopping robots

### E- distribution

- Disintermediation/Cyberintermediation
- Channel conflict

## Personalisation

- Personalisation versus customisation

## E-marketing Communication

- Branding
- Advertising
- Sales promotion

## Obligations and Constraints

- Security requirements
- Ethical considerations
- Legal Constraints

Throughout the paper, an electronic discussion forum is maintained.