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Course Title: Web Marketing Analytics

Course Code: IS-608

Resource Person:

Department: Information Systems Department

**HSM Vision**

HSM envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. HSM will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. HSM envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

**HSM Mission**

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies.  We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals.  We will be the leading choice for organizations seeking highly talented human resource. HSM will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

**Program Objectives**

BBIS aims provide students clout on best use of Information Systems for cutting the cost, time and resources in order to amplify the revenue by restructuring the business processes and by engaging conceptual, analytical and managerial competencies transformed by outcome based learning experience.

**Course Objectives**

This course examines the utility of the Web as a tool for businesses to increase efficiency, competitiveness, and effectiveness. The impact of the Web on the marketing function will be explored and de. The known fact that companies in Pakistan and similar countries are pointing their marketing and advertising budgets towards the internet opens up a focal area of web marketers. Furthermore, the marketer’s ability to use this medium to complement traditional marketing media is discussed; keeping in mind the drastic changes that must take place to deal with the implications of marketing on the Web.

**Learning Objectives**

The course will explore the uses of the Web for marketing tangible and intangible products. The central focus of the course is on marketing functions and the impact of the Web in shaping these functions. The course will look at how the digital revolution is empowering the masses by democratizing information, capitalism, and trade. The course also discusses the concept of reverse marketing and its effect on the fundamental paradigm shift currently taking place.

**Learning Outcomes**

1. To explore how organizations use the web for marketing to help them achieve competitive advantage.
2. To relate the use of the Web to traditional marketing theories and concepts, and question the validity of existing models given the difference between the Web and other media.
3. To review the relationship between the Web and modern marketing concepts; the benefits the Web can bring to adopters and its impact on different elements of the marketing communication mix.
4. To consider communication theory, buyer behavior and buyer demographics in the Web context.
5. To explain the main technical terms marketers need in order to understand the operation of the Web.
6. To consider how Web strategy can be aligned with business and marketing strategies.
7. To learn how to use a generic strategic approach with phases of goal setting, situation review, strategy formulation and resource allocation and monitoring.
8. To define the main elements of a plan to implement an Web marketing strategy including:
   1. Defining customer orientation;
   2. Integrating the Internet web site with extranets and intranets;
   3. Defining the scope of marketing communications: brand migration, forming partnerships and outsourcing; legal issues; impact on organizational structure
9. To learn the process of disintermediation and re-intermediation and its impact on the value chain and supply chain.
10. To explain the processes involved in the different stages of building a web site.
11. To describe the different online and offline promotional techniques necessary to build traffic to a web site.
12. To learn how to build and sustain one to one relationships with customers through the use of emails and personalization techniques.
13. To understand how to maintain a web site and to measure Web marketing effectiveness.
14. To consider practical issues of security, reliability, performance and privacy.
15. To examine models of marketing to consumers and businesses.
16. To assess which currently emerging trends are likely to be significant in the future.

**Teaching Methodology (List methodologies used –example are given below)**

Interactive Classes

Case based teaching

Class activities

Applied Projects

Experiential Learning

**STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK**

**Class Policy:-**

* Be On Time

You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.

* Mobile Policy

**TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise.

* Email Policy

**READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email.

Participants should regularly check their university emails accounts regularly and respond accordingly.

* Class Attendance Policy

A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade ‘F’ (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

* Withdraw Policy

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA.

* Moodle

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk)

* Harassment Policy

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

* Use of Unfair Means/Honesty Policy

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

* Plagiarism Policy  
    
  All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.
* Communication of Results

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

**Course Outline**

Course code: Web Marketing Analytics. Course title………………………………………

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| --- | --- |
| Program | BBIS |
| Credit Hours | 3 |
| Duration | 15 weeks |
| Prerequisites (If any) |  |
| Resource Person  Name and Email |  |
| Counseling Timing  (Room# ) |  |
| Contact no. |  |
| Web Links:- (Face book, Linked In, Google Groups, Other platforms) |  |

**Chairman/Director Programme signature………………………………….Date……………………..**

**Dean’s signature……………………………………….Date………………………………………….**

**Grade Evaluation Criteria**

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

**Marks Evaluation Marks in percentage**

Assignment + Project 15% + 20%

Quizzes 10%

Mid Term: 25%

End Term: 30%

Total 100

**Recommended Text Books:**

1. **eMarketing: the essential guide to online marketing,** 2nd Edition**,** Rob Stokes and the minds of Quirk
2. **Web Analytics Demystified: A Marketer’s Guide to understanding how your web site affects your business** byEric T. Peterson [Electronic Copy shared on group]
3. **Others**

**E-Marketing** byStrauss Frost, 2nd Edition, Pearson Education Prentice Hall

**E-Marketing: A strategic approach** by Ramesh V. McGraw Hill, Reyerso

**Reference Books:**

* Supports Patricia Seybolds customers.com book, but contains many excerpts of practical strategies. [www.customers.com](http://www.customers.com)
* Daily news on all aspects of Web marketing and tools. [www.iw.com](http://www.iw.com)
* Covers Web strategy and many other areas such as business process redesign and organizational learning. [www.brint.com](http://www.brint.com)
* Management consultants journal. E-commerce section has good articles. You have to register though. [www.mckinseyquarterly.com](http://www.mckinseyquarterly.com)
* Excellent for webmasters wanting to know the difference between the different search engines and how to promote your web pages. [www.searchenginewatch.com](http://www.searchenginewatch.com)
* Supporting site for the style guidebook of Lynch and Horton of Yale Medical School. Complete text online. **http://**[info.med.yale.edu/caim/manual/contents.html](http://info.med.yale.edu/caim/manual/contents.html)

**Course: -** **Web Marketing Analytics -Course code: ------- ------------Book: ----------------------------------------------------------**

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| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Topics to be**  **covered in the course** | **Learning Objective**  **of this topic** | **Expected Outcomes from Students** | **Teaching Method** | **Assessment Criteria** | **Deadlines and Homework** |
| 1 | Subject Overview:  The Web and the marketing concept  Benefits of the Internet for businesses  Web marketing communications | Conceptual understanding of how companies can attain benefit from web marketing, Comprehension of communication networks possible from web marketing | Ability to assess and advocate the importance of web marketing concept for business. Select narrow view versus the broad view of Web marketing. | Lecture  Business Case  Video (STA) | Class Participation, Course Group Question Postings | Within a Week |
| 2 | The new communication medium; The Web and marketing mix; Key elements of effective web site design; | Understand how web marketing differs from conventional marketing. What are the characteristics that makes a good website design | Devise/explore matrix for assessment of website visitor’s behavior. The stages of Web marketing and market space. | Lecture  Websites design discussion | Individual Assignment (Website design comparisons) | Within a Week |
| 3 | Email Marketing, Email Strategy for customer retention, Usability of the web tools to access information, Web site hosting, | Get orientation with tools that are used to deploy website, Address hosting issues of website | Ability to make assessment of website hosting requirements in accordance with website features. | Demonstration CPanel, Lecture | Group Work (a)  Proposal Plan for Web Marketing, Quiz | Within a Week |
| 4 | Web Advertising, Advertising Exchanges, Planning a campaign, Ad Servers and Advertizing Networks, | Understand the importance of information about web Advertising & networks effect. | Making a web advertising campaign that is useful for organizations web marketing plan | Demonstration Lecture | Individual Assignment | Within a Week |
| 5 | A Affiliate Marketing Approach, Role in  Web marketing strategy  Defining the Affiliate business Model | Understand the need for taking a Affiliate marketing approach. The standards for business model for web marketing | Making list of goals & objectives for Affiliate web marketing initiative | Case Discussion  Lecture | Group Work: Prepare objective list for proposed project  Quiz | Within a Week |
| 6 | Search Engines and Search Engine Marketing, Organic Search, Comparison between SEO & PPC | How does search engine works and compare organic search with paid search. | Devise a Search Engine marketing Plan. | Lecture | Identify Segment Keywords | Within a Week |
| 7 | Search Engines and Search Engine Marketing, Organic Search, Comparison between SEO & PPC | How does search engine works and compare organic search with paid search. | Devise a Search Engine marketing Plan. | Lecture , Case Discussion | Group Work:  Search Engine Marketing plan for group project | Within a Week |
| 8 | Revision | Midterm Exam | Revision | Revision | Revision | Within a Week |
| 9 | Creating and building the web site, Planning web site development, Project  Analysis for web site development, Designing web site content; Site promotion; Success factors in developing web sites | Skill to perform analysis of website development aligned with the web marketing strategy, Understand and experience HTML & Scripting concepts | Develop website content listing, content designing, Build a promotion plan for web marketing, Devise success factors for developing and sustaining | Lecture  Website Development Tool Demonstration | Individual Assignment:  Website building | Within a Week |
| 10 | Web Analytics; Using log files & Metrics; Measuring Web marketing effectiveness; Measuring web marketing effectiveness; Measuring the flow effect; Roles in web site maintenance | Understanding the web analytics concepts, Using Metrics tools. | Conduct web marketing effectiveness using web analytics tools, Define responsibilities in web site maintenance | Class exercise  Lecture | Quiz  Group Work:  Use the tool analytics | Within a Week |
| 11 | Web site promotions  The importance of promotion Online promotion techniques  Online advertising  techniques Measuring advertising effectiveness | Understand the importance and practices of web marketing promotion techniques. Mechanisms to follow the effectiveness level of e-advertising | Develop web based promotion plan. Make online advertising tools to be used as web marketing strategy enabler | Lecture  Demonstration rich media e-advertisement examples | Group Work:  Develop Website of | Within a Week |
| 12 | Web relationship marketing ; One-to-one marketing ; Technologies for implementing one-to-one ; Integrating the Web and direct marketing | Understand effectiveness of direct marketing and comprehension of technologies for implementation of such initiative | Apply the direct marketing activities for web marketing site | Lecture  Case Discussion | Quiz | Within a Week |
| 13 | Electronic commerce transactions Managing security risk, Tools for implementing e-commerce; Consumer and business markets for e-commerce | Issues in E-Advertising, Transaction costs, Implementing transactions over the web, | Prepare security plan for website, Risk management plan | Lecture  Video  Group Discussion | Group Work:  Security plan and risk assessment & mitigation | Within a Week |
| 14 | Course Review / Presentations | Final Term | Final term preparation | Q/A Session | Group project Presentation | Within a Week |
| 15 | Ethics and privacy in E-Commerce | Data encryption, privacy and data security. Risk management and security planning | Understand the importance of data security and the risks of storing data online | Class Participation | Seminar Hall | Within a Week |