

Commerce 4MH3
Electronic Marketing
Winter 2021 Course Outline

Marketing Department
DeGroot School of Business
McMaster University

COURSE OBJECTIVE

This course provides an introduction to emerging e-marketing strategies. The purpose of this course is to help students build a fundamental understanding of some popular e-marketing strategies and gain essential skills of adopting those strategies. The course will also introduce cutting-edge e-marketing business models and help students to develop their understanding on these models.

INSTRUCTOR AND CONTACT INFORMATION

Wednesday 14:30 – 17:20 online

Instructor: Dr. Yousra Bakr

bakry@mcmaster.ca

Office hours: by appointment on Thursday and Friday 10:30-1:30

TA: Rakeen Ahmed

ahmedra2@mcmaster.ca

Office Hours: by appointment

Course Website: Avenue to Learn. Please check the course website **weekly** for announcements and course materials

COURSE ELEMENTS

Credit Value: 3	Leadership: Yes	Ethics: Yes	Innovation: Yes
ELM: Yes	Verbal skills: Yes	Numeracy: Yes	Political: No
Participation: Yes	Written skills: Yes	Team Work: Yes	Social: Yes

COURSE DESCRIPTION

This course will consist of synchronous and asynchronous components. Synchronous class sessions will consist of a combination of online live lectures, case discussions, live participation activities and quizzes, and guest speakers. Asynchronous components include viewing recorded lectures, self-study, individual assignments, and group projects that include a digital marketing simulation. Students are expected to complete assigned readings, to actively participate in class discussions, and complete individual and group assignments and projects. This is a highly interactive course in

which participation and contribution are valued. The lectures/discussions are designed to strengthen and expand on, but not to substitute for, the learning through the assigned homework.

Please prepare for an exciting and dynamic learning experience. You are expected to **be taught in** the course, but to **study hard** with my help.

LEARNING OUTCOMES

The course will help you to:

- 1) Understand the basic e-marketing concepts and business models;
- 2) Develop some basic skills in internet marketing;
- 3) Develop understandings of cutting-edge e-marketing strategies;

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Virtual Class	Synch	Live sessions held by the instructors and guest speakers	Zoom Every week during class time
Self-Study	Asynch	Lecture notes and lecture recordings, assignments and projects	Avenue to Learn At your own time during the week
Virtual Tutorials and Office Hours	Synch	Live tutorial and office hour sessions held by the instructor and the TA	Zoom Can be held during class time or TBD. One-to-One virtual office hours will be held by appointment.

EVALUATIONS	WEIGHT	DESCRIPTION
Quizzes and Online Participation	20%	Attendance: 5% Online activities during class time: 5% Quizzes during class time: 10%
Assignments	20%	Application assignments submitted throughout the term during self-study time throughout the term.
Group Project	60%	Digital Marketing Strategy project with multiple rounds and deliverables submitted and/or presented throughout the term.

REQUIRED COURSE MATERIALS AND READINGS

There is no textbook for this course. Digital class notes, slides, and reading materials will be provided through Avenue to Learn. In addition, students will need to purchase:

- **Stukent Mimic Pro Digital Marketing Simulation.** More information will be shared in time.
- Assigned case studies from the Harvard Business Publishing.

EVALUATION

Components and Weights

A.	Attendance and online participation activities		10%
B.	Online Quizzes during class time		10%
C.	Individual Assignments (best 2 out of 3)		20%
D.	Mimic Pro Simulation Group Project:		35%
	- Mimic Pro Simulation Implementation	25%	
	- Mimic Pro Final Simulation Presentation	10%	
E.	Social Media Strategy Group Project Report		25%
TOTAL:			100%

Conversion

At the end of the course, your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

LETTER GRADE	PERCENT	LETTER GRADE	PERCENT
A+	90 - 100	C+	67 - 69
A	85 - 89	C	63 - 66
A-	80 - 84	C-	60 - 62
B+	77 - 79	D+	57 - 59
B	73 - 76	D	53 - 56
B-	70 - 72	D-	50 - 52
		F	00 - 49

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants.

Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #9 in the term. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

COURSE DELIVERABLES

A. Class Attendance and Participation Activities (10%)

Attending and contributing to online lecture discussions will be valued and rewarded. 5% will be awarded for attending the online lectures. 5% will be awarded for submitting your responses to online participation activities. Online participation activities will not be held every single class, and will not be announced prior to the lecture. The participation marks will map to an assessment of

both the quantity and the quality of your contributions in class by the professor and the TA. The class average mark is B.

The followings are detailed requirements related to live lectures participation:

- Live lectures will be held on Zoom or Microsoft Teams.
- I expect you to be punctual.
- It is highly recommended to turn on your camera during live lectures.
- I may “cold call” on you during class sessions.
- Keep your microphone muted unless you want to ask questions or say a comment, or are called upon to answer a question. This will make following the lecture and listening to the speaker much clearer for all of us.

B. Online Quizzes (10%)

There will be two in-class quizzes. Each quiz counts for 5% of your total grade. Totally, they count for 15% of the overall grade. If you miss a quiz, there is **NO make-up quiz or assignment submission** except in case your absence gets the professor's prior approval. The quizzes will be timed, and held over Avenue during class time. **It is OBLIGATORY to turn on your computer camera when answering the quiz.**

C. Individual Assignments (20%)

There will be three individual assignments in the asynchronous learning component of this course. In the first assignment, you will be developing a personal website. Deliverables include a report and the website. In the second assignment you will be optimizing your website. You will be submitting a list of changes to your optimized website and a report. In the third assignment, you will be assuming the role of an influencer and you will submit a video and a report. Detailed requirements will be shared on Avenue in due course. All assignments are due 10% each. The best 2 assignments will be counted into your final grade.

D. Group Projects (60%)

There are two group projects in this class. For both projects, your group is the marketing team for Kent's Camera Castle. Kent's Camera Castle is a brick and mortar store that also sells online, but their website is not doing very well. You will receive a narrative with Kent's Camera Castle's current situation at the beginning of the project, and throughout the term, you will create their social media plan, implement email campaigns, optimize product landing pages, do keyword search, and implement search ads, and evaluate and monitor the progress of your strategies and adjust accordingly. Group projects are worth 60%, out of which 35% are dedicated to work on the Mimic Pro Simulation (Project 1), and 25% on the Social Media Plan (Project 2):

Project 1: Mimic Pro Simulation (35%)

In this phase, you will plan and implement email and search ad campaigns, as well optimize landing pages for Kent's Camera Castle. The simulation consists of 5 rounds, each round with a different combination of decisions. After each round, you get analytics of how well your campaigns performed, your revenue, profits, margins, and costs. According to these results, you adjust your

strategy for future rounds. After the simulation ends, the group with the highest profits will be crowned the winner.

Each Round has a start date and a due date. A round does not “close” or end on the due date. However, you can not start a new round before you submit the previous round. We will start Round 1 during class time. Round 1 is a practice round and therefore, ungraded, and is fulfilled by each group member separately. We will introduce the first round during the live lecture session, and EACH GROUP MEMBER will have 5 days to finish it. After round 1 results, group members will choose which member’s simulation had the highest potential for success and **ALL THE GROUP** will continue working on that member’s simulation for all subsequent rounds. For each subsequent round, you will have at least 10 days to run the simulation.

The grading for Project 1 is split between implementation (work on the simulation), and a presentation detailing the strategies that support your decisions on the simulation. The grade for the implementation is based on the range within your financials fall for each round. If your financials fall in a higher range, you get a higher grade. A detailed rubric will be shared in due time. **The implementation portion is worth 25%.**

A final presentation will be submitted at the end of the term to detail the main strategies supporting your simulation decisions in terms of target markets, keyword selection, products choice, etc. **The Final Simulation Presentation is worth 10%.** To make it easier for groups to track their strategies and decisions, groups are encouraged to prepare 1-2 page(s) interim reports after rounds 2, 3 and 4, detailing the strategies adopted for each round, and how your results for the previous round(s) impacted these strategies. Interim reports not graded. Students can use the content in these reports to fill in their final presentation.

Project 2: Social Media (25%)

In your second task, you will choose 2 different products and create a social media strategy that includes proposed posts mix, posts schedule, sample posts, and advertising campaigns with a clear audience and targeting specifications. The submission for this task includes a social media strategy report with the sample posts in the appendices (25%).

1. Select your social media objectives
2. Identify proper social media channels
3. Identify the objective, budget, length, and expected outcome of the ads campaign
4. Provide a detailed operation schedule for organic posts
5. Provide a detailed display time, target market, KPIs, and budget for social media ads.
6. Detailed description and samples of the ad contents.
7. Identify potential influencers for possible cooperation with Kent’s Camera Castle

Teamwork and Evaluation

60% of your final grade is from group projects as above. Groups will consist of five students (exceptions will be made by the professor given the class size).

Peer Evaluations: To encourage equal contribution, peer evaluation will be used to assess each member's work. It is highly recommended **to set group ground rules and expectations early in the semester**. Groups are also encouraged to have a short feedback session following the completion of each assignment so that individuals are made aware if their input is less than expected by their team. A peer evaluation form can be submitted after each group project.

The evaluation needs only be submitted if the distribution is not equal, and must be signed by all the group members, or a confirmation sent by each member using their McMaster email account. (If you fail to do so, I will assign your evaluation marks as per my discretion based on information at my disposal.)

SUMMARY OF IMPORTANT DEADLINES

Please note the dates and deadlines below. Failure to submit your assignment on time will have an adverse impact on your grade for that assignment. All submissions are to be submitted on the dedicated Avenue Assignments Folders by 4:00 pm.

Date	Description
January 20	Team: Team Contracts due (names, mcmaster emails, and phone numbers) - Ungraded
February 3	Individual Assignment 1 (personal website)
February 8	Mimic Pro Round 1 due
February 10	Individual Assignment 2 (SEO)
February 23	Mimic Pro Round 2 due
February 24	Quiz 1
March 2	Mimic Pro Round 3 due
March 15	Mimic Pro Round 4 due
March 17	Individual Assignment 3 (Influencer)
March 24	Quiz 2
March 25	Mimic Pro Round 5 due
April 7 - 14 April 14	Group Final Mimic Pro Presentation due Group Final Social Media Plan Report

Mimic Pro Simulation due dates for Rounds and Reports

Round	Start date	Due date	Time available to complete the round
Practice Round 1 (ungraded)	February 3	February 8	5 days
Round 2	February 9	February 23	14 days
Round 3	February 24	March 2	10 days
Round 4	March 3	March 15	12 days
Round 5	March 15	March 25	10 days
Final Mimic Pro Presentations		April 7-14	

ACADEMIC DISHONESTY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at www.mcmaster.ca/academicintegrity.

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.).

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course component. Please refer to the policy and procedure on the DeGroote website at the link below:

<http://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4MH3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on Avenue to Learn. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

IMPORTANT NOTE: *The schedule below is tentative and can be changed by the professor during the semester. You will be informed through Avenue to Learn if such a change is made.*

Week/Date	Topic
Week 1 - Jan. 13	Introduction (Course Structure) Unit 1: Basic Concepts and Trends of E-Marketing Unit 2: Online Channel: Selling on the Web
Week 2 - Jan. 20	Unit 3: Web Design and Analytics <i>Assign. 1 briefing (personal website)</i>
Week 3 - Jan. 27	Unit 4: Search Engine Optimization <i>Assign. 2 briefing (SEO)</i>
Week 4 - Feb. 3	Unit 5: Search Engine Marketing <i>Mimic Pro Simulation Briefing</i> <i>Simulation Round 1</i>
Week 5 - Feb. 10	Unit 6: Paid Online Advertising <i>Case Study GiveIndia</i>
Week 6 - Feb. 17	Midterm Recess
Week 7 - Feb. 24	Quiz 1 Unit 7: Social Media Marketing <i>Project 2 Briefing</i>
Week 8 - Mar. 3	Unit 7: Social Media Marketing <i>Assignment 3 Briefing</i> <i>Case: Molson Canada</i>
Week 9 - Mar. 10	Unit 8: Online CRM <i>Briefing on Email Marketing Simulation Decisions</i>
Week 10 - Mar. 17	Guest Speaker (tentative) Scheduled tutorial / office hours for reviewing Mimic Pro Simulation
Week 11 - Mar. 24	Quiz 2 Unit 9: Mobile Marketing
Week 12 - Mar. 31	Guest Speaker (tentative) Last minute group project reviews and meetings
Week 13 - Apr. 7	Final Simulation Presentations
Week 14 - Apr. 14	Final Simulation Presentations Final Social Media Project Report

APPENDIX

Appendix 1.1 - Social Media Project Report Outline

Select two different products sold by Kent's Camera Castle and for each product, create an online social media strategy that includes an organic social media plan and a paid social media advertising campaign. Each product should have a different main purpose and a different target market (e.g. professional, amateur, affordable, high-end, etc.)

Title Page	Title of project, date, group number and names / student numbers of team members;	Possible weights*
Table of Contents	Major sections of paper, exhibits	
Introduction	Company Introduction and the two products to be marketed with justification.	About 10%
Social Media Plan	<p><u>For EACH product, please identify (about 50%):</u></p> <ul style="list-style-type: none"> - Target Audience Persona - Social Media objectives - Suitable social media channels - <u>Organic Social Media:</u> choose one social media channel and identify: <ul style="list-style-type: none"> - Post types and formats - Creative direction - Social media calendar for three months (frequency, posting times, etc.) - Sample social media posts (appendix) - <u>Paid Social Media:</u> choose one social media channel and create one ad campaign (for each product). Identify: <ul style="list-style-type: none"> - Ad campaign objective and expected outcome - Detailed target audience (use Facebook Audience Insight) - Description of Ad campaign (post type, format, CTA, duration, frequency etc.) - Social media budget - Sample ad posts (appendix) <p><u>Influencer Marketing (about 20%):</u></p> <ul style="list-style-type: none"> - Identify two suitable social media influencers for Kent's Camera Castle (include name of the influencer, profession, number of followers, brands or products that they promote, images of 3-5 recent 	About 70%

	<p>posts in the appendix)</p> <ul style="list-style-type: none"> - Justify your choice focusing on the qualities that make a good influencer (reach, credibility, authenticity, activity, engagement) 	
Appendices	Add sample social media posts, social media ads, customer personas, influencer posts, etc.	About 10%
Format Guidelines	<ul style="list-style-type: none"> ● Up to 20 Pages not including title page, table of contents, references and appendices; ● Typed using a font size of 12, double-spaced with one-inch margins all around; ● Good grammar and spelling. 	About 10%

(*) These numbers are meant only to give you an approximate idea of the relative weights of the different sections of your report for evaluation purposes. Understand that the report is always considered as a whole, for evaluation.

Appendix 1.2 - Mimic Pro Final Presentation

The Mimic Pro Presentation is where you share the strategies supporting your decisions in the Mimic Pro Simulation. Your grade for the simulation represents implementation and financial results, while the grade for your presentation reflects the quality of your strategies. The presentation outline is as follows:

- A. Title Slide
- B. Presentation Agenda
- C. Round 1:
 - a. Summary of round 1 results for each group member
 - b. Choice of simulation and justification
- D. Round 2:
 - a. Strategy behind choice of products
 - b. Targeting strategy for each product
 - c. Summary of Round 2 results
- E. Round 3:
 - a. Strategy behind choice of new products
 - b. Changes in average bid, keywords, etc to existing ads and justification
 - c. Changes in target strategy (if any) and justification
 - d. Summary of Round 3 results
- F. Round 4:
 - a. Changes in previous strategies (if any) and justification
 - b. Email campaign strategy (targeting, format, drafting, etc.)
 - c. Summary of Round 4 results
- G. Round 5:
 - a. Strategy behind choice of new products
 - b. Changes in previous strategies and ads (if any) and justifications
 - c. Strategy for new email campaign
 - d. Strategy for new search ad campaigns
 - e. Summary of Round 5 results
- H. Conclusion:
 - a. What did you do best in the simulation?
 - b. Which tasks were most challenging?
 - c. If you would repeat the simulation, what would you do differently?

When presenting your strategies in the different rounds, don't forget to add samples of your ads and emails (e.g. subject lines, CTA, etc.).

It is advisable that each group develop a small 1-2 page report after each round detailing the strategies and lessons learned from each round to make it easier to compile the information for the final presentation. These reports are optional, and are ungraded.

**Appendix 2.1 - COMMERCE 4MH3 - E-MARKETING
GROUP EVALUATION FORM**

INSTRUCTIONS:

1. Please assign each person in your group an amount of money which represents each individual's contribution to the project, simulation and hand-in cases. You may each wish to complete a form individually and then share these forms at a group meeting but only ONE FORM is to be submitted for each group and it must be signed by all group members.
2. Your total budget to distribute among the people in your group is \$600 * (the number of people in your group). For example, if there are 5 people in your group, then pretend that you have \$600 * 5 = \$3,000 to pay to the group.
3. If everyone contributed equally, then pay each person \$600.
4. Adjust the fee according to your honest personal assessment of the value of each person's contribution. In our example, the fee could be as low as \$0 or as high as \$3,000.
5. The factor arrived at for each team member as a result of the peer evaluation will be applied to the group work in this course.
6. TREAT THIS EVALUATION SERIOUSLY.
7. MAKE SURE THAT THE FEES PAID ADD TO \$600 * GROUP SIZE.

PROFESSOR: Dr. Yousra Bakr

GROUP NAME:

GROUP MEMBER	SIGNATURE	FEE

**Appendix 2.2 - COMMERCE 4MH3 - E-MARKETING
NOTICE OF INTENT / GROUP
SIGN-UP FORM**

Professor: Dr. Yousra Bakr

GROUP Name: _____

STUDENT NAME	EMAIL