



FACULTY OF BUSINES
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	Semester	1
Module Code	ECOM4120-411		
Learning Module	Internet Marketing		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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MODULE DESCRIPTION

This learning module provides the basic concepts on internet marketing. Students will learn about marketing environment analysis and the design of different internet marketing strategies. Topics include internet marketing environment, internet marketing technologies, internet market consumer behaviour, internet marketing research, internet advertising, internet marketing strategies, internet marketing management, customer relationship management, channel conflict, impact evaluation of internet advertising, mobile commerce (m-commerce) and related ethics.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	assess e-marketing contexts, including e-business models, performance metrics, and role of strategic planning,
M2.	discuss technological, legal, and ethical issues regarding the use of Internet for marketing,
M3.	analyse the online consumer exchange process and its outcomes,
M4.	formulate e-marketing strategies of segmenting, targeting, positioning, and differentiation,
M5.	apply marketing functions of product, pricing, distribution, and communication for e- marketing tactics of a firm,
M6.	develop customer relationship management (CRM) strategies using Internet technology, and
M7.	use social media to get customers engaged and improve products and marketing communication.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6	M7
P1. Demonstrate an understanding of the business processes and operations and the skilful realization of information technologies required to practice electronic commerce.	✓		✓	✓			
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce.		✓			✓		
P3. Analyse critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives.	✓				✓		
P4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management.						✓	✓
P5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects.							
P6. Communicate and work effectively using written and spoken word, non- verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry.						✓	
P7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West.							
P8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities.							
P9. Conduct research and devise innovative electronic commerce models to exploit business opportunities.	✓						
P10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.		✓					



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Introduction and overview of the learning module; Evolution of Internet Marketing: Past (Web 1.0), Present (Web 2.0), Future (Web 3.0)	3
2	Building Inclusive E-Markets: Country and Market Opportunity Analysis, Technological Readiness Influences Marketing, China Profile	3
3	E-Marketing Research: Marketing Knowledge Management, Monitoring the Social Media, Marketing Databases and Data Warehouses	3
4	Consumer Behaviour Online: The Internet Exchange Process, The Exchange Outcomes	3
5	Segmentation, Targeting, Differentiation, and Positioning: Market Segmentation Bases and Variables, Targeting Online Customers, Differentiation, Positioning	3
6	Product - The Online Offer: Creating Customer Value Online, E-Marketing Enhanced Product Development	3
7	Pricing - The Online Value: Buyer and Seller Perspective, Payment Options, Pricing Strategies	3
8	The Internet for Distribution: Online Channel Intermediaries, Channel Management and Power, Distribution Channel Metrics	3
9	E-Marketing Communication Tools: Internet Advertising, Marketing Public Relations (MPR), Direct Marketing	3
10	Engaging Customers with Social Media: Viral Marketing (WOM), Social Commerce, Crowdsourcing	3
11	Buying Digital Media Space: Branding Goals in Digital and Physical Media, Web Analytics	3
12	Customer Relationship Management (CRM): CRM Building Blocks, Social CRM	3
4-12	Group Project	3
8-12	Midterm Assessment	3
15	Examination	3



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6	M7
T1. Lectures and seminars: Deliver core knowledge through class lectures and discussions.	✓	✓	✓	✓	✓	✓	✓
T2. Case studies: Use real-world cases to help students connect theory and practice.	✓			✓	✓		
T3. Group discussions: Encourage group debates on issues related to the lecture topics.		✓		✓	✓	✓	
T4. Workshops: Conduct hands-on sessions on tools and technologies.						✓	✓
T5. Problem-solving exercises: Set scenario-based tasks to enhance critical thinking and strategic planning.	✓		✓	✓	✓		

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Group Project: This collaborative assignment involves designing and presenting an effective Internet Marketing campaign.	30%	1, 4, 5, 6, 7
A2. Midterm Test: This written assessment focuses on knowledge recall and application regarding the fundamentals of Internet Marketing.	30%	1, 2, 3
A3. Final Examination: A comprehensive written exam covering all module content, ensuring that students understand the full breadth of Internet Marketing.	40%	1, 2, 3, 4, 5, 6, 7

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.



MARKING SCHEME

Grade	Group Project	Midterm Test	Final Examination
Excellent (A, A-; 88% - 100%)	Innovative marketing campaign with comprehensive understanding and application of e-marketing strategies, exemplary teamwork.	Demonstrates superior knowledge recall and ability to apply key Internet Marketing principles.	Exceptional understanding and application of all module content, comprehensive and accurate responses, clear structure, and logic.
Good (B+, B, B-; 73% - 87%)	Well-developed campaign showing good grasp of e-marketing concepts, good teamwork, and presentation skills.	Shows good recall of information and ability to apply main concepts correctly.	Good understanding and application of module content, mostly accurate responses with minor errors, good structure, and logic.
Satisfactory (C+, C, C-; 58% - 72%)	Adequate campaign with basic e-marketing strategies, satisfactory teamwork, and presentation skills.	Displays sufficient recall of material and some application of concepts.	Adequate understanding of module content with some inaccuracies, reasonable structure, and logic.
Pass (D+, D; 50% - 57%)	Basic campaign with some understanding of e-marketing strategies, sufficient teamwork.	Barely adequate knowledge recall and minimal application of key principles.	Basic understanding of module content, many inaccuracies, weak structure, and logic.
Fail (F; 0% -49%)	Incomplete or poorly constructed campaign, lack of understanding of e-marketing strategies, insufficient teamwork.	Insufficient recall of material and inability to apply principles.	Poor understanding of module content, major inaccuracies, lacks structure and logic.

REQUIRED READINGS

- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Pearson.

REFERENCES

- Feroz, A. K., Khan, G. F., & Sponder, M. (2024). *Digital analytics for marketing* (2nd ed.). Routledge.
- Turban, E., Strauss, J., & Lai, L. (2016). *Social Commerce: Marketing, Technology and Management*. Springer.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.



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ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook.