



Introduction to e-Marketing and e-Commerce

COURSE CONTENTS A.Y. 2012-2013

Class 31

Instructor: Caleb Warren

Date	Hours	Room
Wednesday	6:00 – 7:30	203
Thursday	4:15 – 5:45	12

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

Course Description and Objectives:

The aim of this course is to provide participants with a basic theoretical background and practical understanding of e-marketing and e-commerce. The course will cover consumer behaviour in the electronic marketplace and will explore specific tools for implementing an e-marketing strategy, including websites, search optimization, online advertising, email, mobile marketing, social networks, blogs, content sharing, and social contests and games. The aim of the course is to have students learn through hands on experience and practice. Attending students are required to contribute to the content of the class by participating in class discussion (both in class and via social media forums) and by completing two group projects. One project requires students to design and implement an actual e-marketing plan. A second project requires students to become experts in one area related to social media and to share their expertise as part of an instructional in-class project.

Course Material:

Attending Students

Required Cases (available online through Harvard Business Publishing)

- “UnME Jeans: Branding in Web 2.0,” by Thomas Steenburgh and Jill Avery
- “United Breaks Guitars,” by John Deighton and Leora Kornfeld

Recommended Reading

- Articles tagged “eMKTG2012” on my delicious.com page: d.me/calebwarren12
- *Groundswell: Winning in a World Transformed by Social Technologies*, Josh Bernoff and Charlene Li, Harvard Business School Press
- *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, Lon Safko and David K. Brake, Wiley and Sons.
- Blogs on Social Media and eMarketing
 - eMarketer.com
 - socialmediaexaminer.com
 - socialmouths.com/blog

Required Reading for Non-attending Students

- *Groundswell: Winning in a World Transformed by Social Technologies* (Josh Bernoff and Charlene Li, Harvard Business School Press)
- *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, Lon Safko and David K. Brake, Wiley and Sons.
- “UnME Jeans: Branding in Web 2.0,” by Thomas Steenburgh and Jill Avery
- “United Breaks Guitars,” by John Deighton and Leora Kornfeld

Description of Assessment Methods

Attending students (see below for details)

- Participation: 8 points
- Case write ups: 2 points (1 point each)
- Project 1 (Special topic presentation): 8 points
- Project 2 (e-Marketing plan presentation): 12 points
- Final Exam: 0 points (There is no final exam for attending students, but you must register for the final anyways in order to receive a grade for the course)

Non - Attending students

- Written final exam (in class, closed notes): 30 points

Tentative Course Schedule (this may change)

<i>session*</i>		<i>Topic</i>	<i>Teacher</i>	<i>Reference</i>
1	9/12	Introduction	CW	
2	9/13	Consumer Behavior 1: Goals	CW	
3	9/19	CB2: Co-creation	CW	
4	9/20	CB3: Identity / Social Influence	CW	
5	9/26	CB4: Sharing	CW	
6	9/27	HBS Case 1: United Breaks Guitars	CW	Case write up due
7	10/3	The e-Marketing Plan	CW	
8	10/4	Websites	CW	
9	10/10	Search Marketing	CW	
10	10/11	Advertising	CW	
11	10/17	HBS Case 2: UnMe Jeans	CW	Case write up due
12	10/18	Introduction to social media	CW	
13	11/7	Listening / Monitoring	CW	P1 Groups 1-2
14	11/8	Measurement / Metrics	CW	P1 Groups 3-4
15	11/14	e-Mail Marketing	CW	P1 Groups 5-6
16	11/15	Mobile Marketing	CW	P1 Groups 7-8
17	11/21	Social Networks	CW	P1 Groups 9-10
18	11/22	Blogs / Microblogs	CW	P1 Groups 11-12
19	11/28	Content Sharing	CW	P1 Groups 13-14
20	11/29	Contests and Games	CW	P1 Group 15 Guest speaker (hopefully)
21	12/5	Project Presentations	CW	Project materials due P2 Groups 1-4
22	12/6	Project Presentations	CW	P2 Groups 5-8
23	12/12	Project Presentations	CW	P2 Groups 9-12
24	12/13	Project Presentations	CW	P2 Groups 13-15

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Registering as an Attending Student and Requesting Topics

In order to participate in the class as an attending student, you must email me (caleb.warren@unibocconi.it) no later than September 25th. In this email you can also request up to three topics (ideally ranked in the order of your preference) that you would like to work on for the social media topic presentation. I will assign requests as they come in on a first-come first-serve basis. So, if you submit your topic request early, you will be more likely to get one of your choices.

Office hours

Office hours are available at: (<http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)).

Office hours could vary: please check on the website.



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HONOR CODE

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