



Management
UNIVERSITY OF TORONTO
SCARBOROUGH

MGM C20

(formerly known as MGT D06 2000-2013)

Marketing in the Information Age

Jan – April 2015

Instructor Contact Information:

Name: Tim Richardson
Office:
Office hours: Thu after 11:00 am
Email: richardson@utsc.utoronto.ca
Telephone: **Richardson's cell 416-677-3467**
(students are welcomed to call at anytime)
Class day/time: **Thursday morning 09:00 – 11:00**
Class location: room 320 in the New Instructional Building
Course website: www.witiger.com/universityoftoronto/MGTD06.htm

Course Description:

Fundamentally this is a course about marketing online, taught using online content, augmenting classroom lectures and discussions.

Students will be challenged to learn how managers deal with marketing in the information age including discussions of e-commerce and internet marketing, marketing using mobile devices and other "current technologies".

Course deals with Advantages/Disadvantages; and Benefits and Limitations of e-commerce. E-commerce business models. SEO Search Engine Optimization. Viral marketing. Online branding. Online communities and Social Networking and SMO Social Media Optimization. Mobile and Wireless e-commerce technologies and trends. e-Payment Systems. E-commerce security issues, Identity Theft, Hacking, Scams, Social Engineering, Biometrics. Domain Name considerations and Hosting issues. Guest speakers are experts in the industry who are also former students/TAs in the course MGTD06 / MGMC20.

Prerequisite(s): [MGTB04H3 Principles of Marketing]

Textbook/Required Course Materials: There is no formal text for this course, instead the course readings, assignment details, lectures notes, instructional videos, etc. exist on a website (for the past 15 years) at

<http://www.witiger.com/universityoftoronto/MGMC20.htm>

Lecture Notes and Other Announcements:

Additional Resources and Course Updates:

Detailed online course outline featuring lecture notes and specific readings and assignment details and videos can be found at: [witiger.com/universityoftoronto/MGMC20.htm](http://www.witiger.com/universityoftoronto/MGMC20.htm)

Evaluation and Grading:

Component	Weight/Value	Due Date
Minor Test	20%	Covering the first 3 to 4 lectures
Mid-term Exam	35%	Covering 3 / 4 rs of the course
Assignments and Group Submissions: Composed of <ul style="list-style-type: none">- Case Study Report (25%)- Group presentation in the final class (20%)	45%	Due in the last class

Group Work

The Case Study Group Project requires a written report discussing an e-commerce scenario, and a presentation of the findings in that report to the class. There are three scenarios and the student groups select one to study throughout the term. The student groups discuss how could an e-business solution would change the competitiveness of the organization, using the topics as they are taught in the course.

See details at <http://www.witiger.com/universityoftoronto/MGTD06/assignmentsMGTD06.htm>

Including a video at <http://www.youtube.com/watch?v=ZqSo92tQX9o>

The assignment is designed in such a way that you should, as you attend the lectures, and go through the web site, collect information which you will use in this assignment. You should be working on this assignment from the first class and try to gather, as you go along, all the information you will need so that when you write the assignment in November, you will have covered all the required points.

Policy on Missed Assignments/Examinations:

Policy on Missed Exams - follows existing departmental policy

Policy on Late Assignments –
5% per day

Academic Support

The Department of Management, in collaboration with the UTSC library, will be providing academic research support in the IC Building. To refine your research skills or to learn more about various scholarly resources, please contact the Librarian for Management and Economics students.

Lola Rudin, Subject Librarian, Management and Economics
Room IC375

Office hours: Monday & Thursday, 1:00 – 3:00pm or by appointment

Email: lrudin@utsc.utoronto.ca

Web: http://guides.library.utoronto.ca/utsc_mgmt

The English Language Development Centre (ELDC) helps students develop the critical thinking, vocabulary and academic communication skills essential for achieving academic and professional success. Personalized support includes: RWE (for academic writing); Communication Cafés (oral); Discussion Skill-Building Cafés; Vocabulary Cafés; seminars/workshops; personal ELD consultations; drop-in sessions.

<http://ctl.utsc.utoronto.ca/eld/>










The Writing Centre (TWC) offers invaluable services to students (learn to become a better writer!) and offers many different kinds of help: drop-in sessions, individual consultations, workshops, clinics, and online writing handouts. <http://ctl.utsc.utoronto.ca/twc/>

Academic Misconduct

Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the university as outlined in the academic handbook. Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

Detailed Course Outline:

Detailed Course Outline and Lecture and Assignment dates and details Jan-Apr 2015

January 2015	February	March	March / April
<p>Interdisciplinary nature The 5(6) Environments</p>  <p>4 P's - 6 E's YouTube VIDEO (watch on your own as a reminder)</p> <hr/> <p>Advantages/Disadvantages of e-commerce benefits-limitations.htm (for Jan 9) (covered on Test 1) video intro to the unit</p>  <p>YouTube Video</p> <hr/> <p>"Who" is E-commerce - understanding customers - e-commerce stats</p> <p>- mkt research - women online (by SNRG)</p> <p>- CDN - U.S. comparisons - CDN Internet use growth - Organizations ? Assoc</p> <hr/>	<p>- Strategies - Business Models</p>  <p>- Channel conflict - Cannibalization</p> <p>Co-creation Business Model</p>  <hr/> <p>B2B business 2 business</p> <ul style="list-style-type: none"> . Supplier Oriented . Buyer Oriented . Intermediary Oriented <ul style="list-style-type: none"> o B2B models powerpoint <p>B2BExchanges by Sector</p> <hr/> <p>Promotional Mix Online</p> <ul style="list-style-type: none"> o Mass Selling Advertising Banner ads Online Branding o Viral Marketing (by KHNK) 	<p>Place: Location Considerations intro 2 m-Commerce Mobile - Wireless business using WWW M-commerce GPS</p>  <p>WTGR re: GPS on CTV</p>  <p>How GPS works 2010 Oct</p> <p>GPS explained to MGTD06 at UTSC (view on your own)</p> <p>M-commerce Killer Ap ((will discuss Feb 27) location determinant(Feb 27) location indeterminant</p>  <p>M-technology Bluetooth(Feb 27) M-commerce</p>	<p>CRM CustomerRelationship Management Online Communities (read this and work into your case)</p>  <p>Facebook and Branding 2011 video by UTSC students</p> <hr/> <p>Mobile Marketing (read on your own) read "Dialing Into Mobile Marketing" crmbuyer.com/story/68201.html</p> <hr/> <p>o Measuring Marketing Effectiveness.htm(by JoRi) (March)</p> <hr/> <p>guest speaker 2010 John Florinis, Sr. Mgr, Strategy Moneris Solutions moneris.com</p> <p>e-Payment Systems (o PayPal</p>  <p>PayPal video by Neda 2010</p> <p>o credit card fraud (read on your own)</p>

- [dos and don'ts](#)
(read on your own)
--[things to be convincing](#)

(covered on Test 1)



YouTube Video
["convincing"-audio clip](#)

- [CLV \(Velvet Rope\)](#)
(read on your own)
- [dot.com failures](#)
(covered on Test 1)





Geography and Technology
<http://www.economist.com/blogs/babbage/2012/10/special-report-technology-and-geography>

Strategy and Planning in an e-commerce context
[GOST](#)

- o Goal
- o Objectives
- o Plans
- o Strategies
- o Tactics

[S.W.O.T. Analysis](#)
noted for Jan 23

- o Strengths
- o Weaknesses
- o Opportunities
- o Threats

- o Sales Promotion
- o Personal Selling

Guest Lecturer for 2014
Jessica Bhola
twitter.com/bholajessica
T B C for 2015

New Technologies
[Trends](#)


- o [Haptic Technology and "Surface Computing"](#)
(not discussed in 2013)
- o [Podcasting](#) (by Satish)
www.leesabarnes.com
- o [Q R \(Matrix\) Codes](#)
(not discussed in 2013, 2014)

[Intranets](#)
[Extranets](#) (for Feb 14)
(consider how to apply to the CASE STUDY)

Domain Names

- o [marketing](#) strategies
- o [registering](#) a domain
- o [domain scams](#)
- o [domain phishing](#)
- o [domain hacking](#)
- o [domain disputes](#)
- o [domain Verisign issues](#)

Domain Name Videos



[Video 1](#) intro
[Video 2](#) registration / hosting
[Video 3](#) TLDs
[Video 4](#) mktg strategies
[Video 6](#) hacking

Global Digital Marketing
with guest speaker
Pranya Yamin
UTSC Grad 2010

[internationally](#)
o [RFID](#) - location technology (Feb 27)

Search Engines
(Dev Basu former C20/D06 TA
poweredbysearch.com)

- o [issues](#)
- o [SEO Search-ranking.htm](#)
<http://www.entrepreneur.com/article/230937>
- o [Video 2009 Part 1](#)
(SEO algorithm explained)
- o [Video 2009 Part 2](#)
(view for Mar)
- o [Video 2012-Part 1](#)
- o [Video 2012-Part 2](#)
(view for Mar 21st)

Risk and Threat Assessment
Risk and Threat for I.T.

- o [Intro - fundamentals](#)
(important to read thoroughly)
- o [Types of attacks](#)
- o [Internal Risk & Threats](#)
- o [Third Party Risks](#)
- o [Outsourcing Risks](#)
- o [Privacy Issues](#)
- o [Privacy Violations](#)
- o [Identity Theft](#)
(the ID theft page includes many interesting student videos)

Responding

- o [Deterrence](#)
- o [Countermeasures](#)
- o [email filtering](#)

Security Strategies
(read as many of these, thoroughly, as you can)


- o [Encryption](#)
- o [Viruses](#)
- o [Scams](#)
- o [DNS Attacks](#)
- o [Spyware](#)

- o [M-Payment Systems](#)

- o [Online Shipping](#) (March)
(by Adil and Chagpar)
- o [Online Gaming](#) (by Ng)


guest speaker 2010
Social Networking with
Rahil Sondhi rahil.ca

[Holiday shopping online](#)



making sure the prof knows your name

[Presentation Tips](#)





SWOT analysis in GOPST
(watch this video on your own)

- o [Firewalls](#)
- o [Patches - video](#)
- o [Hackers](#)
- o [Social Engineering](#)
- o [Honey Pots](#)