

**CPET 581 E-Commerce & Business Technology
Homework Assignment 8**

Assigned Date: March 21, 2012

Due Date: March 27, 2012, Tuesday before 5:00 PM

PART I. Case Study and Reading Assignment (Individual Assignment):

Chapter 6: E-Commerce Marketing Concepts, Social, Mobile, Local

Must answer Case Study 3 (Insight on Technology case), plus additional **one** from the following Case Studies and answer the related Questions

Case Study 1: Netflix: The Next Blockbuster?

*** Case Study 1: Questions

- 1) *What alliances did it enter into and why?*
- 2) *What was its business value proposition to the consumer? What other firms have attempted to use the same value proposition?*
- 3) *What is Netflix's "recommender system"?*
- 4) *How does Netflix use data mining?*
- 5) *How is Netflix adopting new streaming technology to differentiate itself, and fend off competitors like Amazon?*

Case Study 2: Insight on Society case – Every Move You Take, Every Click You Make, We'll be Tracking You

*** Case Study 2: Questions

- 1) *Are beacons innocuous? Or are they an invasion of personal privacy?*
- 2) *Do you think your Web browsing should be known to marketers?*
- 3) *What are the Privacy Foundation guidelines for Web beacons?*
- 4) *Should online shopping be allowed to be a private activity?*

Case Study 3 (Must answer): Insight on Technology case – The Long Tail: Big Hits and Big Misses

*** Case Study 3: Questions

- 1) *What are "recommender systems"? Give an example you have used.*
- 2) *What is the "Long Tail" and how do recommender systems support sales of items in the Long Tail?*
- 3) *How can human editors, including consumers, make recommender systems more helpful?*

Case Study 4: Insight on Business case – Social Network Marketing Let's Buy Together

*** Case Study 4: Questions

- 1) *Why do social networks represent such a promising opportunity for marketers?*
- 2) *What are some of the new types of marketing that social networks have spawned?*
- 3) *What are some of the risks of social network marketing? What makes it dangerous?*
- 4) *Have you ever responded to marketing messages on Facebook or another network?*

Turn-In Requirement:

** Copy all questions, prepare your answer using Microsoft Word

** **Submit your hw 8 by March 27 before 5 PM**

PART II (Team Assignment)

- Team 1: Hemchand Lallad (lallh01@students.ipfw.edu); Ryan Van De Weg (vandrt01@students.ipfw.edu), Joseph Ko (joeko@comcast.net)
- Team 2: Dorian Mirchandani (dmirchan@gmail.com), Kevin Locascio (locakm01@students.ipfw.edu); Gregory Scalet (scalgf01@ipfw.edu)
- Team 3: Meng-Wei Li (lim01@ipfw.edu); Sayed N. Hassan (hasssn01@ipfw.edu), Cesar Ruiz (ruizct01@students.ipfw.edu)
- Team 4: Vicky Hogge (Vicky.Hogge@raytheon.com), Peter Muchai (muchpk01@students.ipfw.edu); Stephen Obima (obiomachike@gmail.com)

Team Assignment

1. The team should prepare to demo it's Web site and should try to address the following factors that influence the Online Consumer Decision process:
 - Web site capabilities – the Content, Design, and Functionalities of its site
 - Web site activity/transaction log
2. The team should also create an Internet marketing plan with priority for establishing the customer relationship and growing the business. These marketing methods for consideration include
 - Permission marketing
 - Affiliate marketing
 - Viral marketing in the Web 2.0 Milieu
 - Blog marketing
 - Social network marketing
 - Mobile platform marketing
 - Local marketing
 - Brand leveraging
 - Others

Hand-in requirement and Due Date:

- **Each team** should submit a Project report which addressed the Team Assignment Questions 1 and 2
- **Team 2** In addition to the needed report items, the team2 should also prepare a PPT file and plan to lead class discussion
- **Due March 27, Tuesday before 5:00 PM**