ANNEXURE A

Pilot questionnaire used in the initial pre-testing stage

IDENTIFYING INTERNET MARKETING PRINCIPLES RELEVANT TO GENERIC MARKETERS

SURVEY INSTRUMENT –

Section A:

Section A focuses on determining those Internet marketing principles that are relevant to generic undergraduate marketing students. This section is sub-divided into two parts: (i) the influence of Internet on marketing principles and (ii) the principles guiding the application of Internet in marketing activities. The purpose is to determine the depth of coverage that should be devoted to these Internet marketing principles within generic undergraduate marketing curricula. Please use **highly relevant** to indicate in-depth coverage of the principle; **relevant** to indicate a broad outline of the principle; **slightly relevant** to indicate a brief mention of the existence of the principle and **not relevant** to indicate no coverage of the principle.

Please rate by choosing from the drop-down menu, the extent to which the following influences of the Internet on marketing principles are relevant to generic undergraduate marketing students:

1.	Contemporary marketers are competing in an Internet-accelerated global marketing environment.	(0) No response
2.	The Internet-fuelled information revolution has resulted in the contemporary marketing environment being knowledge driven.	(0) No response
3.	Contemporary consumers are utilising the Internet in conjunction with conventional marketing channels to make better-informed buying decisions.	(0) No response
4.	Today's organisational buyers are using the Internet together with traditional channels to optimise their procurement activities.	(0) No response
5.	The Internet is the driving force behind the emergence of broadly managed networks of organisations.	(0) No response

Please rate choosing from the drop-down menu, the extent to which the following principles guiding the use of Internet in marketing are relevant to generic undergraduate marketing students.

Generic undergraduate marketing students should understand the principles guiding:	
6.	Using the Internet to optimise the marketing intelligence process.	(0) No response
7.	Applying the Internet to improve the marketing research process.	(0) No response

8.	Conditions under which it is suitable to choose the Internet over traditional offline alternatives as an instrument for gathering primary marketing research.	(0) No response
9.	The design of Internet-based primary marketing research gathering instruments.	(0) No response
10.	Using the Internet to profile market segments more precisely, i.e. micro segmentation/segments of one.	(0) No response
11.	Leveraging the Internet as a tool for targeting the right customer with the right market offering, i.e. customised target marketing.	(0) No response
12.	Applying the Internet to optimise the organisation's brand positioning.	(0) No response
13.	Using virtual communities to enhance marketing efforts.	(0) No response
14.	Utilising the Internet to improve service-marketing efforts by neutralising traditional service marketing constraints.	(0) No response
15.	Using the Internet to augment the core product/service with customer-led added value.	(0) No response
16.	Exploiting Internet's real-time interactivity to implement a mass customisation strategy.	(0) No response
17.	Leveraging the Internet to create a total ongoing service delivery offering for the customer, e.g. downloadable customised upgrades.	(0) No response
18.	Leveraging the Internet to optimise the new product development process.	(0) No response
19.	Leveraging the Internet to enhance the pricing process.	(0) No response
20.	Designing a compelling marketing Web site.	(0) No response
21.	Leveraging Internet marketing communication levers optimally as part of a holistic marketing communication mix strategy.	(0) No response
22.	Utilising the Internet to move from one direction marketing communication to relationship building interactive dialogue.	(0) No response
23.	Applying the Internet to optimise personal selling efforts.	(0) No response
24.	Utilising the Internet to enhance the management of sales force efforts.	(0) No response
25.	Using the Internet as a customer-oriented transaction channel.	(0) No response

26.	Integrating the Internet channel with traditional distribution channels in a seamless multi-channel approach to optimise the customer experience across channels.	(0) No response
27.	Leveraging Internet technologies to build a seamlessly integrated customer-led value delivery network.	(0) No response
28.	Leveraging the Internet strategically as an international marketing tool to optimise international marketing efforts.	(0) No response
29.	Utilising Internet technologies in an ethical manner that fosters relationship-building trust.	(0) No response
30.	Other. Please specify.	

SECTION B: Please select by placing a tick in the appropriate box (only choose one), which one of the following alternatives would be the most suitable way for implementing Internet marketing principles within higher education undergraduate business programmes.

1.	Internet marketing principles should be integrated into the relevant existing undergraduate marketing subject offerings.	☐
2.	Internet marketing principles should be offered as a separate **marketing major** within undergraduate marketing programmes.	☐
3.	Internet marketing principles should be offered as a separate **compulsory (core)** module within undergraduate marketing programmes.	☐
4.	Internet marketing principles should be offered as a separate **elective** module within undergraduate marketing programmes.	☐
5.	Internet marketing principles should be offered as a separate undergraduate marketing **programme (qualification).**	☐

SECTION C: Please rate the extent to which you agree/disagree with the following Internet marketing principles' learning outcomes for undergraduate marketing programmes.

| 1.	Marketing students should have a knowledge of the descriptive Internet marketing principles, *i.e.* they should be able to describe how the Internet is influencing marketing and how marketers are currently applying Internet technologies.	(0) No response
2.	Marketing students should have knowledge of the prescriptive Internet marketing principles, *i.e.* they should be able to explain how marketers should be using Internet technologies.	(0) No response
3.	Marketing students should be skilled in using Internet technologies to execute marketing principles.	(0) No response

Thank you for your cooperation

ANNEXURE B

Cover letters

COVER LETTER FOR THE MARKETING ACADEMIC SAMPLE

YUNIBESITI YA BOKONE-BOPHIRIMA
NORTH-WEST UNIVERSITY
NOORDWES-UNIVERSITEIT
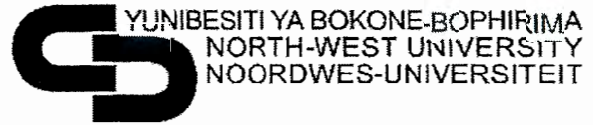
Dear Marketing Lecturer

I am currently completing my Ph.D. degree at the North-West University under the supervision of Prof. Fred Venter. The purpose of my thesis is to identify those Internet marketing principles that are relevant to undergraduate marketing students.

With the growing recognition of the Internet as an important influence on and tool in marketing there is a pressing need for marketing educators to reach consensus as to which specific Internet marketing principles are relevant to generic marketers. While a number of specialised courses on Internet marketing are available, and many proactive marketing lecturers have moved toward including Internet marketing principles into their existing marketing curricula, there still remains a need to reach agreement on the specific Internet marketing principles that are relevant to generic undergraduate marketing students.

My study population includes all full-time marketing lecturers currently employed at South African higher education institutions. As a member of this segment please complete the questionnaire below. The questionnaire should only take approximately 10 minutes to complete. All survey responses will be held in strict confidence and disclosed in the form of aggregate statistical summaries. To further ensure the confidentiality of this information please return the completed questionnaire as an e-mail attachment directly to the North-West University statistician, Aldine Oosthuyzen: **itbao@puknet.puk.ac.za**

Please do not hesitate to contact me on 072 424 0933 or ayesha@vut.ac.za or bevan-dye@absamail.co.za should you have any queries.

Please note that this questionnaire consists of Sections A, B, C and D.

I wish to thank you for your participation.
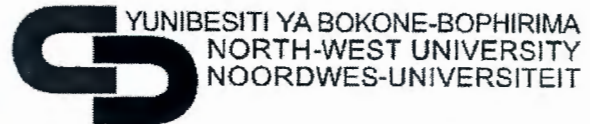
Yours sincerely,

Ayesha Bevan-Dye:

Senior Lecturer: Marketing

Vaal University of Technology

Annexure B

COVER LETTER FOR THE MARKETING PRACTITIONER SAMPLE

YUNIBESITI YA BOKONE-BOPHIRIMA
NORTH-WEST UNIVERSITY
NOORDWES-UNIVERSITEIT

Dear Marketer

I am currently completing my Ph.D. degree at the North-West University under the supervision of Prof. Fred Venter. The purpose of this thesis is to identify those Internet marketing principles that are relevant to undergraduate marketing students. This study seeks to incorporate both the **practitioner**, as well as the academic viewpoint (marketing lecturers from around the country have already completed the questionnaire).

While a number of specialised courses on Internet marketing are available, and many proactive marketing lecturers have moved toward including Internet marketing principles into their existing marketing curricula, there still remains a need to reach agreement on the specific Internet marketing principles that are relevant to generic undergraduate marketing students.

The value of your input, as a **marketing practitioner** cannot be overemphasised here, especially considering that your company is ranked as one of the top 100 companies in South Africa. In the interest of furthering the field of marketing, please take a moment to complete the questionnaire below. The questionnaire should only take approximately 10 minutes to complete. All survey responses will be held in strict confidence and disclosed in the form of aggregate statistical summaries. To further ensure the confidentiality of this information please return the completed questionnaire as an e-mail attachment directly to the North-West University statistician, Aldine Oosthuyzen: **itbao@puknet.puk.ac.za**

Please do not hesitate to contact me on 072 424 0933 or **ayesha@vut.ac.za** or **bevan-dye@absamail.co.za** should you have any queries.

Please note that this questionnaire consists of Sections A, B, C and D.

I wish to thank you for your participation.

Yours sincerely,

Ayesha Bevan-Dye:

Senior Lecturer: Marketing

Vaal University of Technology

ANNEXURE C

Survey questionnaires

MARKETING ACADEMIC QUESTIONNAIRE

IDENTIFYING INTERNET MARKETING PRINCIPLES RELEVANT TO GENERIC MARKETERS

SURVEY INSTRUMENT –

Section A: Demographical Information

1. Institution Name:

   Institution name prior to merger (if applicable)

2. Your Function: | (1) Junior lecturer |

   Other (please specify):

3. The marketing subject field that you specialise in: | (1) Marketing management |

   Other (please specify):

4. Years of lecturing experience: | (1) 0-5 years |

5. Number of full-time lecturing staff members in your department:

6. Please rate the extent of your exposure to Internet marketing concepts/principles on a scale of 0 to 10 where **0 = no exposure to Internet marketing principles** and **10=fully conversant with Internet marketing principles.**

Section B:

Section B focuses on determining those Internet marketing principles that are relevant to generic undergraduate marketing students. This section is sub-divided into two parts: (i) the influence of Internet on marketing principles and (ii) the principles guiding the application of Internet in marketing activities. The purpose is to determine the depth of coverage that should be devoted to these Internet marketing principles within generic undergraduate marketing curricula. Please use **highly relevant** to indicate in-depth coverage of the principle; **relevant** to indicate a broad outline of the principle; **slightly relevant** to indicate a brief mention of the existence of the principle and **not relevant** to indicate no coverage of the principle.

Please rate by choosing from the drop-down menu, the extent to which the following influences of the Internet on marketing principles are relevant to generic undergraduate marketing students:

1.	Contemporary marketers are competing in an Internet-accelerated global marketing environment.	(0) No response
2.	The Internet-fuelled information revolution has resulted in the contemporary marketing environment being knowledge driven.	(0) No response
3.	Contemporary consumers are utilising the Internet in conjunction with conventional marketing channels to make better-informed buying decisions.	(0) No response
4.	Today's organisational buyers are using the Internet together with traditional channels to optimise their procurement activities.	(0) No response
5.	The Internet is the driving force behind the emergence of a complex network of strategic partnerships between organisations.	(0) No response

Please rate choosing from the drop-down menu, the extent to which the following principles guiding the use of Internet in marketing are relevant to generic undergraduate marketing students.

	Generic undergraduate marketing students should understand the principles guiding:	
6.	Using the Internet to optimise the marketing intelligence process, i.e. in gathering and disseminating macro, task and internal marketing intelligence.	(0) No response
7.	Applying the Internet to improve the marketing research process.	(0) No response
8.	Conditions under which it is suitable to choose the Internet over traditional offline alternatives as an instrument for gathering primary marketing research.	(0) No response
9.	The design of Internet-based primary marketing research gathering instruments.	(0) No response
10.	Using the Internet to profile market segments more precisely, i.e. micro segmentation/segments of one.	(0) No response
11.	Utilising the Internet as a tool for targeting the right customer with the right market offering, i.e. customised target marketing.	(0) No response
12.	Applying the Internet to optimise the organisation's brand positioning.	(0) No response
13.	Using virtual online communities to enhance marketing efforts.	(0) No response
14.	Utilising the Internet to improve service-marketing efforts, e.g. a travel agency providing virtual tours of its various holiday destinations via its Web site.	(0) No response

Annexure C

	Generic undergraduate marketing students should understand the principles guiding:	
15.	Using the Internet to augment the core product/service with customer-led added value, e.g. providing additional services via the Web site such as customised product related advice.	(0) No response
16.	Exploiting Internet's real-time interactivity to implement a mass customisation strategy.	(0) No response
17.	Using the Internet to create a total ongoing service delivery offering for the customer, e.g. downloadable customised upgrades.	(0) No response
18.	Applying the Internet to optimise the new product development process, e.g. through incorporating continuous customer feedback into the process.	(0) No response
19.	Using the Internet to enhance the pricing process.	(0) No response
20.	Designing a compelling marketing Web site.	(0) No response
21.	Applying Internet marketing communication tools optimally as part of an integrated marketing communication mix strategy.	(0) No response
22.	Utilising the Internet to move from one direction marketing communication to relationship building interactive dialogue.	(0) No response
23.	Applying the Internet to optimise personal selling efforts, e.g. shifting routine order-taking tasks online to enable sales force to focus on relationship marketing activities.	(0) No response
24.	Utilising the Internet to enhance the management of sales force efforts.	(0) No response
25.	Using the Internet as a customer oriented transaction channel.	(0) No response
26.	Integrating the Internet channel with traditional distribution channels to optimise the customer experience across channels, i.e. following an integrated multi-channel distribution strategy that optimises customer convenience.	(0) No response
27.	Using Internet technologies to build a customer-led value delivery network, i.e. integrating upstream and downstream supply chain activities into a customer responsive process.	(0) No response
28.	Applying the Internet strategically as an international marketing tool to optimise international marketing efforts.	(0) No response
29.	Using Internet technologies in an ethical manner that fosters relationship-building trust, e.g. strict adherence to information privacy principles.	(0) No response
30.	Other. Please specify.	

Annexure C

SECTION C: Please select by placing a tick in the appropriate box (only choose one), which one of the following alternatives would be the most suitable way for implementing Internet marketing principles within higher education undergraduate business programmes.

1.	Internet marketing principles should be integrated into the relevant existing undergraduate marketing subject offerings.	☐
2.	Internet marketing principles should be offered as a separate **marketing major** within undergraduate marketing programmes.	☐
3.	Internet marketing principles should be offered as a separate **compulsory (core)** module within undergraduate marketing programmes.	☐
4.	Internet marketing principles should be offered as a separate **elective** module within undergraduate marketing programmes.	☐
5.	Internet marketing principles should be offered as a separate undergraduate marketing **programme (qualification).**	☐

SECTION D: Please rate the extent to which you agree/disagree with the following Internet marketing principles' learning outcomes for undergraduate marketing programmes.

1.	Marketing students should have a knowledge of the descriptive Internet marketing principles, *i.e.* they should be able to describe how the Internet is influencing marketing and how marketers are currently applying Internet technologies.	(0) No response

2.	Marketing students should have knowledge of the prescriptive Internet marketing principles, *i.e.* they should be able to explain how marketers should be using Internet technologies.	(0) No response

3.	Marketing students should be skilled in using Internet technologies to execute marketing principles.	(0) No response

Thank you for your cooperation.

Annexure C

MARKETING PRACTITIONER QUESTIONNAIRE

IDENTIFYING INTERNET MARKETING PRINCIPLES RELEVANT TO GENERIC MARKETERS

SURVEY INSTRUMENT –

Section A: Demographical Information

1. Company name

2. Your job title:

3. Years of marketing experience:

    (1) 0-5 years

4. Please rate the extent of your exposure to Internet marketing concepts/principles on a scale of 0 to 10 where **0 = no exposure to Internet marketing principles** and **10=fully conversant with Internet marketing principles.**

Section B:

Section B focuses on determining those Internet marketing principles that are relevant to generic undergraduate marketing students. This section is sub-divided into two parts: (i) the influence of Internet on marketing principles and (ii) the principles guiding the application of Internet in marketing activities. The purpose is to determine the depth of coverage that should be devoted to these Internet marketing principles within generic undergraduate marketing curricula. Please use **highly relevant** to indicate in-depth coverage of the principle; **relevant** to indicate a broad outline of the principle; **slightly relevant** to indicate a brief mention of the existence of the principle and **not relevant** to indicate no coverage of the principle.

Please rate by choosing from the drop-down menu, the extent to which the following influences of the Internet on marketing principles are relevant to generic undergraduate marketing students:

Annexure C

1.	Contemporary marketers are competing in an Internet-accelerated global marketing environment.	(0) No response
2.	The Internet-fuelled information revolution has resulted in the contemporary marketing environment being knowledge driven.	(0) No response
3.	Contemporary consumers are utilising the Internet in conjunction with conventional marketing channels to make better-informed buying decisions.	(0) No response
4.	Today's organisational buyers are using the Internet together with traditional channels to optimise their procurement activities.	(0) No response
5.	The Internet is the driving force behind the emergence of a complex network of strategic partnerships between organisations.	(0) No response

Please rate choosing from the drop-down menu, the extent to which the following principles guiding the use of Internet in marketing are relevant to generic undergraduate marketing students.

Generic undergraduate marketing students should understand the principles guiding:		
6.	Using the Internet to optimise the marketing intelligence process, i.e. in gathering and disseminating macro, task and internal marketing intelligence.	(0) No response
7.	Applying the Internet to improve the marketing research process.	(0) No response
8.	Conditions under which it is suitable to choose the Internet over traditional offline alternatives as an instrument for gathering primary marketing research.	(0) No response
9.	The design of Internet-based primary marketing research gathering instruments.	(0) No response
10.	Using the Internet to profile market segments more precisely, i.e. micro segmentation/segments of one.	(0) No response
11.	Utilising the Internet as a tool for targeting the right customer with the right market offering, i.e. customised target marketing.	(0) No response
12.	Applying the Internet to optimise the organisation's brand positioning.	(0) No response
13.	Using virtual online communities to enhance marketing efforts.	(0) No response
14.	Utilising the Internet to improve service-marketing efforts, e.g. a travel agency providing virtual tours of its various holiday destinations via its Web site.	(0) No response

Annexure C

	Generic undergraduate marketing students should understand the principles guiding:	
15.	Using the Internet to augment the core product/service with customer-led added value, e.g. providing additional services via the Web site such as customised product related advice.	(0) No response
16.	Exploiting Internet's real-time interactivity to implement a mass customisation strategy.	(0) No response
17.	Using the Internet to create a total ongoing service delivery offering for the customer, e.g. downloadable customised upgrades.	(0) No response
18.	Applying the Internet to optimise the new product development process, e.g. through incorporating continuous customer feedback into the process.	(0) No response
19.	Using the Internet to enhance the pricing process.	(0) No response
20.	Designing a compelling marketing Web site.	(0) No response
21.	Applying Internet marketing communication tools optimally as part of an integrated marketing communication mix strategy.	(0) No response
22.	Utilising the Internet to move from one direction marketing communication to relationship building interactive dialogue.	(0) No response
23.	Applying the Internet to optimise personal selling efforts, e.g. shifting routine order-taking tasks online to enable sales force to focus on relationship marketing activities.	(0) No response
24.	Utilising the Internet to enhance the management of sales force efforts.	(0) No response
25.	Using the Internet as a customer oriented transaction channel.	(0) No response
26.	Integrating the Internet channel with traditional distribution channels to optimise the customer experience across channels, i.e. following an integrated multi-channel distribution strategy that optimises customer convenience.	(0) No response
27.	Using Internet technologies to build a customer-led value delivery network, i.e. integrating upstream and downstream supply chain activities into a customer responsive process.	(0) No response
28.	Applying the Internet strategically as an international marketing tool to optimise international marketing efforts.	(0) No response
29.	Using Internet technologies in an ethical manner that fosters relationship-building trust, e.g. strict adherence to information privacy principles.	(0) No response
30.	Other. Please specify.	

Annexure C

SECTION C:

Please select by placing a tick in the appropriate box (only choose one), which one of the following alternatives would be the most suitable way for implementing Internet marketing principles within higher education undergraduate business programmes.

1.	Internet marketing principles should be integrated into the relevant existing undergraduate marketing subject offerings.	☐
2.	Internet marketing principles should be offered as a separate **marketing major** within undergraduate marketing programmes.	☐
3.	Internet marketing principles should be offered as a separate **compulsory (core)** module within undergraduate marketing programmes.	☐
4.	Internet marketing principles should be offered as a separate **elective** module within undergraduate marketing programmes.	☐
5.	Internet marketing principles should be offered as a separate undergraduate marketing **programme (qualification).**	☐

SECTION D: Please rate the extent to which you agree/disagree with the following Internet marketing principles' learning outcomes for undergraduate marketing programmes.

1.	Marketing students should have a knowledge of the descriptive Internet marketing principles, *i.e.* they should be able to describe how the Internet is influencing marketing and how marketers are currently applying Internet technologies.	(0) No response

2.	Marketing students should have knowledge of the prescriptive Internet marketing principles, *i.e.* they should be able to explain how marketers should be using Internet technologies.	(0) No response

3.	Marketing students should be skilled in using Internet technologies to execute marketing principles.	(0) No response

Thank you for your cooperation.