

Final Report on  
**Action Research on E-Marketing Workshops**  
for Western Sydney Business Advisory Services (BASl)

Prepared by:

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## **Background and aims of the research**

BASI facilitates the delivery of range of professional business services; one of these services is the Young Entrepreneurial program that delivers both individual mentoring and group development.

University of Western Sydney (UWS) has been commissioned by BASI to undertake an action research which delivers three sessions for the group development. The program used an active learning approach to enable participants to develop customised e-marketing plans for their businesses. Cornerstones of this approach were the interactive, topical and collaborative learning approaches.

In this context, UWS organised three workshops that incorporated a variety of learning activities including: problem-based learning; case studies; group exercises; interactive lecturing; and question and answer sessions. At the completion of this research, participants were informed on the following:

- an e-marketing plan based on their individual interest areas
- an ability to brief both website designers and architects in their e-marketing requirements.
- an awareness of the dynamic nature of e-business and its key drivers.
- an understanding of the nuances between marketing and e-marketing.
- an appreciation of the use of e-marketing tools to provide competitive advantage.
- an ability to apply e-marketing principles to a range of business scenarios.
- an awareness of the need to integrate on and off-line marketing activities.

## **Action research program framework**

The session topics are as follows:

### **Session 1**

What is marketing?  
What is e-marketing role in business?  
Key drivers of e-commerce uncovered  
How does e-marketing work?  
How to identify e-marketing opportunities?

### **Session 2**

How to build an integrated e-marketing strategy  
Designing a e-business model; your options  
10 critical components in website development  
Back-end and front-end integration: the secrets of success

### **Session 3**

How to successfully promote your business in cyberspace  
Using CRM to develop a profitable customer base  
Seven steps to maximise you return on investment

## **Action Research Findings**

### **A cartoon test**

Great!!! If you seriously want to become more aware of how to do business online + understand the technical language + jargon to be able to convey on a level to develop + implement a successful E- Marketing strategy.

### **One minute reflections**

**Having weekly activities in this course was** – very refreshing + informative

**Content in this course was** – very helpful to understand what can be done

**Group work in this course was**– dynamic with great enthusiasm

**Learning in this environment is** – very professional + well organised

**The duties of the trainer should be** – to inspire, empower + educate

**Metaphorically, learning online in this course is a “bit like” –**

### **A cartoon test**

Yeah go for it, you will learn heaps. Some info I know, but its good \_You will learn heaps.

### **One minute reflections**

**Having weekly activities in this course was** – great

**Content in this course was** – relevant

**Group work in this course was** – ok

**Learning in this environment is** – great

**The duties of the teacher should be** – stay on time

**Metaphorically, learning online in this course is a “bit like” –**

Wassim Daddouss

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### **A cartoon test**

Yes it's a fantastic course to further your knowledge about e-marketing, very informative, great atmosphere great people and the amount of networking between everyone is great. I remembered it!

### **One minute reflections**

**Having weekly activities in this course was** – excellent

**Content in this course was** – very informative

**Group work in this course was** – fun

**Learning in this environment is** – great

**The duties of the teacher should be** – to be informative & creative

**Metaphorically, learning online in this course is a “bit like” - boring. It’s better in a class atmosphere**

Navid Sobbi – 0402 333 332

**A cartoon test**

The content was great. Activities provide more things to think about.

**One minute reflections**

**Having weekly activities in this course was – helpt**

**Content in this course was – great**

**Group work in this course was – effective**

**Learning in this environment is – suitable**

**The duties of the teacher should be – facilitating**

**Metaphorically, learning online in this course is a “bit like” -**

[BOBMENDOZA@BIZ-E-WEB.COM](mailto:BOBMENDOZA@BIZ-E-WEB.COM)

**A cartoon test**

Look to have a break and don’t over plan your work at the same time. Great information to keep you going & improving.

**One minute reflections**

**Having weekly activities in this course was – good if you are not late.**

**Content in this course was – good 😊**

**Group work in this course was – good – better way to meet participants**

**Learning in this environment is – good – everyone’s experiences shared**

**The duties of the teacher should be – to project success & support**

**Metaphorically, learning online in this course is a “bit like” – UM!!**

Cathy Charles

**A cartoon test**

Yes! If your business needs a website you should do it. The course provides all the information you need to improve your business through e-marketing. Also my mentor was great for all different advice for my business.

### **One minute reflections**

**Having weekly activities in this course was** – keeping us awake & interested

**Content in this course was** – fantastic, very informative

**Group work in this course was** – fun

**Learning in this environment is** – good for large groups

**The duties of the teacher should be** – provides info that involves all of us

**Metaphorically, learning online in this course is a “bit like”**

### **A cartoon test**

Good stuff...Pizza...hot chocolate & lots of good ideas. Helped me to think outside the square & re-energised me after 5 years in e-commerce.

### **One minute reflections**

**Having weekly activities in this course was + Group work in this course was**

– great, helps to meet like minded people, think practically.

**Content in this course was** – perfect – know some of it or other areas “filled in some gaps”.

**Learning in this environment is** – nice to drag myself away from the daily grind - refreshing

**The duties of the teacher should be** – educate & inspire – which you did perfectly. Very funny too.

**Metaphorically, learning online in this course is a “bit like”**

Pip Boboris (W) 9651 5730

### **A cartoon test**

Yeah, it's excellent. I really think you should do it – though you look a bit too old? Just kidding!! I've learnt a lot + I'm very excited about how I'm going to use everything for my business.

### **One minute reflections**

**Having weekly activities in this course was** – useful

**Content in this course was** – excellent, very helpful

**Group work in this course was** – good to get other peoples ideas + perspectives

**Learning in this environment is** – good

**The duties of the teacher should be** – no change

**Metaphorically, learning online in this course is a “bit like”** – uni but the better parts of uni (like studying @ the pub!).

Meredith Binnett

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### **A cartoon test**

Yeah, do it. It's really good. You get to do a lot of networking and if anything it keeps you focused on your business for six weeks. It gave me lots of ideas to apply to my business as well. I don't think I utilized my mentor enough but I really didn't know what to ask him. But overall it was really good, if you can do it its really useful.

### **One minute reflections**

**Having weekly activities in this course was** – fun. It broke up the lectures nicely.

**Content in this course was** – really useful and full of good ideas

**Group work in this course was** – fun. It got everyone to talk to each other

**Learning in this environment is** – not as bad as I thought it was going to be

**The duties of the teacher should be** – to be encouraging and to have lots of experience in what they're talking about

**Metaphorically, learning online in this course is a “bit like”** – a big \_ event.

### **A cartoon test**

You should. It was great, it gave me some great ideas and good networking

### **One minute reflections**

**Having weekly activities in this course was** – good and made it easier to stay awake

**Content in this course was** – very good, real examples were great to relate it to the real world

**Group work in this course was** – fun. Good brain storming

**Learning in this environment is** – easy going, friendly

**The duties of the teacher should be** – to teach

**Metaphorically, learning online in this course is a “bit like”** –

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### **A cartoon test**

It was good fun as well as very informative. I learnt a lot which will help my business grow & benefit from an e-marketing programme. I would advise anyone to do the course.

### **One minute reflections**

**Having weekly activities in this course was** – very good

**Content in this course was** – very informative

**Group work in this course was** – great fun

**Learning in this environment is** – stimulating

**The duties of the teacher should be** – light hearted and instructive

**Metaphorically, learning online in this course is a “bit like”** – keeping up to date on new trends in a fun way.

Pam Hausler

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### **A Cartoon test**

I do recommend that Doctor Lee is a great teacher.

### **One minute reflections**

**Having weekly activities in this course was** – great

**Content in this course was** –very good, great knowledge, fun teacher that has the knowledge

**Group work in this course was** –great to work with fellow workers

**Learning in this environment is** – great to improve our E-marketing

**The duties of the teacher should be** –to be learn about E Marketing

**Metaphorically, learning online in this course is a “bit like”** Starting to go back to university.

### **A Cartoon test**

It's well worth it but, you'd better be switched on when you get there

### **One minute reflections**

**Having weekly activities in this course was** –great, It kept it fresh and more interesting

**Content in this course was** –Mainly relevant although very much focussed on transactional websites

**Group work in this course was** –good but needed [leaner](#) direction

**Learning in this environment is** – difficult because time constraints make it go to quickly form point to point

**The duties of the teacher should be** – to check in more frequently to ensure that everyone is keeping up

**Metaphorically, learning online in this course is a “bit like....?”**



### **A Cartoon test**

Fantastic learning process.

### **One minute reflections**

**Having weekly activities in this course was** –excellent

**Content in this course was** – very helpful and can be used in by business now

**Group work in this course was** –great as it allowed to see other points of view

**Learning in this environment is** – fun

**The duties of the teacher should be** –make it informative and interested and valid

**Metaphorically, learning online in this course is a “bit like”**

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### **A Cartoon test**

I've already recommended it to people. It's the single most important thing you can do for your business

### **One minute reflections**

**Having weekly activities in this course was** –refreshing breaking monotony

**Content in this course was** – will written, up to date, informative

**Group work in this course was** –educational thought provoking

**Learning in this environment is** – a refreshing change

**The duties of the teacher should be** –to stimulate thought, provide guidance

**Metaphorically, learning online in this course is a “bit like”** ...going to party with a notepad

### **A Cartoon test**

Yes , met some good people in similar situations, learnt some things they are doing and learnt good things in course

### **One minute reflections**

**Having weekly activities in this course was** –amusing

**Content in this course was** – brief, by an insight into areas needing to learn more on

**Group work in this course was** –interesting

**Learning in this environment is** – comfortable

**The duties of the teacher should be** –coordinate and direct discussions , be able to inform and explain

**Metaphorically, learning online in this course is a “bit like”** ...a blur, Need to go over content in own time. Online forum is great if can keep going

Justin Arndt

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### **A Cartoon test**

You will find it very useful to broaden your thinking about your business esp. in terms of technology available to improve your current processes and expand further. It will make you think of new possibilities. The mentoring can also be extremely useful – the one on one help is something unique for young entrepreneurs who have had to manage and problem solve all by themselves. Great course and the govt pay us for most of it

### **One minute reflections**

**Having weekly activities in this course was** –thought providing. Made you reassess and analysis

**Content in this course was** – very relevant

**Group work in this course was** –useful

**Learning in this environment is** – stimulating

**The duties of the teacher should be** –to make you think of possibilities and opportunities you wouldn't have considered previously

**Metaphorically, learning online in this course is a “bit like” ...**

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### **Disclaimer**

This report represents an analysis of the views and opinions of the industry expert respondents and publicly available data. As such, discrepancies may arise due to the multiple sources of information therefore the figures are indicative not definitive in nature. In addition, due to the dynamic nature of the industry, careful assessment of the findings and recommendations needs to be considered with regard to the application of this report and its findings. It is therefore up to the reader to determine what information (if any) is valid, and how best to apply this research.