

# Syllabus

<b>COURSE TITLE</b>	<b>MKTG 3720.001 - Internet Marketing</b>
<b>Semester / Year</b>	Fall / 2017
<b>INSTRUCTOR</b>	<b>Dr. Jhinuk Chowdhury</b> Email: <a href="mailto:jhinuk.chowdhury@unt.edu">jhinuk.chowdhury@unt.edu</a>  <b>When sending email</b> , please use the prefix "[MKTG 3720]" — quotations signs not included — in your <i>subject</i> line.  Phone: 940.565.2135  Office: BLB-358L  Office hours: By appointment.
<b>Teaching Assistant</b>	Ms. Mansi Sundriyal Email: <a href="mailto:MansiSundriyal@my.unt.edu">MansiSundriyal@my.unt.edu</a>
<b>DEPARTMENT</b>	Marketing & Logistics
<b>MEETING TIMES/PLACE</b>	Tuesdays 2:00 PM - 4:50 PM / BLB 055
<b>Version</b>	Version 0.9 (Dated: 08-24-2017)

<b>COURSE DESCRIPTION</b>
<p>Internet Marketing is a component of E-business. Internet Marketing — also referred to as Digital Marketing — may include information management, public relations, customer service, and sales. Electronic commerce and Internet marketing have become popular as Internet access is becoming more widely available and used. Well over one-third of consumers who have Internet access in their homes report using the Internet to make purchases.</p> <p>In this course, we will explore the underpinnings of digital businesses, with reference to a number of real-life cases, study the underlying marketing theories and principles that are relevant to this realm, and even examine actual developments in the field on an almost real-time basis. This ambit of this course ranges from high-level constructs to issues related to practical, technical skills.</p> <p><u>Course Objectives</u></p> <p><i>By the end of the course, you will:</i></p> <ul style="list-style-type: none"><li>● Be familiar with the historical underpinnings of the growth of the Internet</li></ul>

- Have a familiarity with the various kinds of business models that permeate the world of Internet marketing
- Be able to understand and appreciate the key concepts and constructs relevant to current Internet marketing issues
- Be familiar with the different ways in which companies transact businesses online and have an understanding of how to get started in the domain of online commerce

## COURSE REQUIREMENTS

Attendance – Attendance is mandatory. Lectures, videos, talks by guest speakers (if any) and class discussions will contain vital information needed to do well on the exams.

Tardiness: If you arrive late, please enter quietly and sit down. Do not walk in front of speakers or disrupt the class in any other way. Attendance will be recorded in most (but not necessarily all) class meetings. If you arrive in class after attendance has been collected, you will NOT receive attendance credit for that day. *No exceptions!*

Text Book: There is a "virtual textbook" (i.e., a web-based course), written by your instructor, which forms the basis of the class lectures. The "lessons" in this course are equivalent to "chapters" in a traditional textbook and serve as a very valuable companion for the class lectures. Additional information will be made available in class at a later time.

At this time, there is a possibility that, you might be *required* to subscribe to an online service for a simulation game that this course might entail. Negotiations are currently underway with the publisher/vendor of that game; you will be informed about this in due time.

Exams: There will be THREE exams (this includes the final exam). Exams will cover class lectures, lessons, handouts, readings, class exercises, videos, and discussions. Students are responsible for all text material, regardless of whether we review the text material in class or not. The third exam will be a *cumulative* (comprehensive) final.

Missed Exams: You will be allowed to make up a missed exam only if you have a documented university-excused absence. If you know in advance that you will miss an exam, you MUST contact me before the scheduled exam. Make-up exams may not contain the same questions as the regular exam; they may have a completely different format. Make-up exams will be scheduled within six days of the originally scheduled exam, and no more than two time-slots will be offered (depending on what is convenient to the teaching assistant and/or the instructor). If both those time slots are refused by the student, no make-up exam can be given. The implication of a missed exam is a score of zero for that exam.

Assignments: In his course, there will be multiple assignments. Of these, the Blackboard-based assignments must be submitted through the Assignment Tool on

*Blackboard*. Such assignments cannot (and will not) be accepted in any other form (for example, email, an attachment to an email message, and/or hard-copy).

Please note:

- No late assignments will be accepted.
- No emailed or hard copy assignments will be accepted.

Pop quizzes: There may be *frequent* pop quizzes in class meeting, delivered through Blackboard and your iClicker Reef account (which UNT makes available for you at no extra charge). However, you will need an Internet-connected device (laptop or smartphone) to participate in these quizzes. In addition, you must be in class and arrive on time. No make-up quizzes (for absence or tardiness) will be offered at any time. Additional information will be made available at a later point in time.

Project: There is a semester group project consisting of a project report and an oral/multimedia presentation (details of which will be announced in class) per group. This will be due on specific dates near the end of the semester.

## GRADES & SCORING

Grading Scale: Your overall semester grade will include evaluations of your performance in the examinations. The exams will be weighted equally. The final course grade will be determined using the following formula:

OVERALL =

$$\begin{aligned} &[(\text{AVG of EXAMS}) * 0.65] + \\ &[(\text{Project Score}) * 0.25] + \\ &[\text{Assignments/Pop Quizzes} * 0.10] \end{aligned}$$

On your *Grade Center* in Blackboard, you will receive *scaled scores* for each of the three components mentioned above, as well as an overall score at the end of the semester.

<u>Total scaled score</u>	<u>Letter Grade</u>
90% and higher	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
Less than 60%	F

***There will be no rounding up of scaled points***; the grades will be determined exactly by the ranges shown above.

If you withdraw from the class, it is *your* responsibility to remove your name from the class rolls. If you withdraw and your name is NOT removed from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Extra credit: There is none.

## **DISTANCE LEARNING PLATFORM**

There is a **Blackboard Learn** section for this course.

**Several class sessions may be administered via *Blackboard Learn***, in part or full. Accordingly, you must become adept at *Blackboard Learn* use for this course. Training courses are available through the Center for Distributed Learning. Should you encounter any problems at any time on *Blackboard Learn*, *it is your responsibility to contact the Help Desk at Blackboard Learn*. Instructions for Help Desk assistance are provided online at the *Blackboard Learn* course site.

There are several important issues regarding *Blackboard*:

- The instructor does not have the authority/access to manage the *Blackboard Learn* hardware, software and/or network systems. Therefore, students must contact the *Blackboard Learn* Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with *Blackboard*.
- Most of the initial problems confronted by students attempting to use *Blackboard Learn* are related to the Internet browser and related settings on a non-UNT computer system. The *Blackboard Learn* site recommends that you conduct an online check of any non-UNT system to enable or improve *Blackboard Learn* performance.
- If you encounter any problem during the administration of a scheduled exam, you should contact the *Blackboard Learn* support staff immediately. Please do NOT try to reconcile a problem after the scheduled exam. The *Blackboard* support staff members record the time and date of all queries or "help requests."
- You are responsible for reading all content on *Blackboard Learn*. This content may be in the form of bulletins, emails, course content, and/or supplemental materials. *Blackboard Learn* documents each student's activity on the platform.

Like many other web-based applications, *Blackboard Learn* is not perfect. However, it is the chosen platform of the University of North Texas for distributed learning. For questions and/or concerns regarding the *Blackboard Learn* platform, please contact the UIT Help Desk. Their contact information is as follows:

Phone: (940) 565-2324  
Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)  
Web site: <http://it.unt.edu/helpdesk>  
Walk-in: Sage Hall, Room 130

## ADDITIONAL POLICIES

**USE OF LAPTOP AND/OR ELECTRONIC DEVICES IN CLASS.** Using any device for surfing web sites, reading email, sending/receiving text/instant messages or engaging in chat applications will be considered a violation of class policy. *You must keep your laptops shut and packed away in class meetings when there are films/videos being shown, if and when there are any guest speakers, and when semester project presentations are being made.* **If there is any reason why you cannot abide by this course requirement, you must contact me within the first two weeks of class, to explain your situation.**

Classroom Behavior: Each course participant is responsible for classroom behavior that is conducive to the teaching-learning process. Each course participant should be fully aware of the policies and guidelines for academic honesty and classroom behavior stated in the University of North Texas *Student Guidebook* and on UNT's website. The *Student Code of Conduct* and an abbreviated list of other rules, regulations, and policies are available from the Dean of Students. Anyone compromising the integrity of the learning process will receive a failing grade in this course and be referred to the Dean of Student Affairs for disciplinary action. You are advised that written submissions of all kinds are liable to be scanned by (or submitted via) TurnItIn and/or other plagiarism detection utilities. During class meetings dedicated to project presentations, the instructor and/or his teaching assistant may take photographs of students in the group. By enrolling in this course, you are permitting your instructor to take such photographs. Such photos will not be published on any social media without your explicit consent.

You are expected to pay close attention to the class proceedings. **During class sessions, do not engage in activities such as surfing web sites, reading email, using the phone to send/receive text messages, sleeping, reading newspapers or other material not relevant to the class.** Such practices are disruptive to the instructor's and other students' concentration and generally detract from a proper learning environment. Please be considerate of others by refraining from excessive talking with others when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit the hearing/participation of other students and are detrimental to the learning environment.

Extra Help: PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. If you are having trouble with this class, please come by my office during office hours.

There will NOT be any *extra-credit* assignments in this class!

## SEMESTER SCHEDULE

*The following schedule is tentative. Updated schedules will be announced in class or via Blackboard.* Dates of coverage of content are tentative. When/if changes occur, they will be *announced* in class or via *Blackboard*. Please pay attention to the dates and version numbers at the top of the syllabus document and all memorandums and notices. The most recent schedule will supersede all prior schedules and announcements.

We will NOT necessarily meet in the physical classroom for all topic areas. Some areas will be covered via distance learning tools, details of which will be announced later. *Up to 50% of the topic areas may be covered via distance learning tools.*

Date	Topic
Tue, Aug 29	Introduction to the course/instructor
Tue, Sep 05	Lesson 1: The Backdrop of Digital Marketing
Tue, Sep 12	Lesson 1: The Backdrop of Digital Marketing (contd.) Lesson 2: The New Rules of (E)Marketing <i>Project Group formation begins</i>
Tue, Sep 19	Lesson 2: The New Rules of (E)Marketing (contd.) <i>Project Group formation deadline</i>
Tue, Sep 26	Lesson 3: The Business of Digital Enterprises
Tue, Oct 03	Lesson 3: The Business of Digital Enterprises (contd.)
Tue, Oct 10	EXAM 1
Tue, Oct 17	Lesson 4: Go, Get a Website
Tue, Oct 24	Lesson 4: Go, Get a Website (contd.)
Tue, Oct 31	Lesson 5: Web Metrics Project specifications and prep
Tue, Nov 07	Lesson 5: Web Metrics (contd.)
Tue, Nov 14	Lesson 6: Web Analytics
Tue, Nov 21	EXAM 2
Tue, Nov 28	Project Presentations Teams: 01 02

	03 04 05
Tue, Dec 5	Project Presentations Teams: 06 07 08 09
<b>1:30 PM,                      FINAL EXAM - Comprehensive</b> <b>Tues., Dec 12</b>	

<b>DISABILITIES ACCOMMODATION</b>
<p>The University of North Texas complies with Section 504 of the 1973 Rehabilitation Act and with the Americans with Disabilities Act of 1990. The University of North Texas provides academic adjustments and auxiliary aids to individuals with disabilities, as defined under the law. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please see the instructor and/or contact the Office of Disability Accommodation at 940-565-4323 during the first week of class.</p>

<b>IMPORTANT NOTE</b>
<p>The instructor reserves the right to change <i>any</i> aspect of the course, syllabus, schedule, and evaluation criteria, as and when needed, at his sole discretion. Your enrollment in this course constitutes understanding and acceptance of this aspect of the course.</p>