

MKTG 3720.001 - Internet Marketing

2019 Spring

Syllabus version: 0.9 (Pre-release)

The most current version of the syllabus will be on *Canvas*.

Instructor

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Class Meeting Time and Location:

Tues, Thurs 3:30 PM – 4:50 PM / BLB 010

Office hours:

Mon	5:00 PM – 5:50 PM
Tue, Thu	2:00 PM – 2:50 PM

Teaching Assistant

TBA

Course Website:

Canvas (by Instructure) - <https://canvas.unt.edu>

Course Description:

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 through digital channels. 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.

In this course, we will explore the underpinnings of digital businesses, with reference to some 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. The ambit of this course ranges from high-level constructs to issues related to practical, technical skills.

Course Objectives:

By the end of the course, you will:

- Be familiar with the historical underpinnings of the growth of the Internet
- Have a familiarity with the various kinds of business models that permeate the world of Internet marketing
- Be able to understand and appreciate the fundamental 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 is required. 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 to class after attendance has been collected, you will NOT receive attendance credit for that day. No exceptions! If you have to leave early, it would be courteous on your part to inform the instructor in advance.

Text Book: There is an online textbook (i.e., a web-based course), 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 precious companion for the class lectures. Additional information will be made available in class at a later time.

Exams:

There will be THREE exams and all exams will be based on the all material covered until the day of the exam from the beginning of the semester. 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.

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 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/Quizzes:

In this course, there will be multiple assignments. Of these, the Canvas-based assignments must be submitted via the Quiz/Assignment Tool. Such assignments cannot (and will not) be accepted in any other form (for example, email, an attachment to an email message, 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 pop quizzes at the beginning of some class meetings, delivered through Canvas or your iClicker Reef account (which UNT makes available to you at no extra charge). You will need an Internet-connected device (laptop or smartphone) to participate in these quizzes. Also, 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 and one project report per group. These will be due on specific dates near the end of the semester. Specific details regarding the rules and the guidelines for the project will be available in the relevant section in Canvas.

Important note — If you have not enrolled yourself in a project group before the expiry of the deadline for group formation, you may be given (but are not guaranteed) the opportunity to do an individual project report. However, in such a case, one full grade point (10%) of the score you receive on that report will be deducted as penalty. If — in the opinion of the instructor — you do not merit consideration for an individual project report, your grade for the project will be zero.

The grading rubric for the project presentation and the project report will be as announced in the relevant section in Canvas.

During class meetings dedicated to project presentations, the instructor or a teaching assistant may take photographs of students in the groups and make video recordings. Such photos and videos will not be published on any social media without your explicit consent. Your enrollment in this course indicates your understanding and acceptance of these policies.

Grading:

Grading Scale: Your overall semester grade will include evaluations of your performance in the examinations, the semester project, and the assignments/quizzes. The exams will be weighted equally. The final course grade will be determined using the following formula (where each component is scaled to 100 points):

$$\text{OVERALL} = (\text{AVERAGE of EXAMS}) * 0.60] + \\ [(\text{Project Score}) * 0.25] + \\ [\text{Assignments/Quizzes} * 0.15]$$

Alternatively, by adding the *scaled score* of each component, using the following scheme amounts to the same outcome:

<i>EXAM 1</i>	<i>EXAM 2</i>	<i>EXAM 3</i>	<i>PROJECT</i>	<i>ASSIGNMENTS</i>	<i>Total</i>
200 points	200 points	200 points	250 points	150 points	1,000 points

The grade assignments for the semester will be based on the following scheme:

<i>Letter Grade</i>	<i>Percentage</i>	<i>Points</i>
A	90% and more	900 points and more
B	80% – 89.99%	800 – 899 points
C	70% – 79.99%	700 – 799 points
D	60% – 69.99%	600 – 699 points
F	Less than 60%	Less than 600 points

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 do withdraw and do NOT remove your name 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:

This course has a section on **Canvas** — the new LMS (Learning Management System) that UNT is migrating to (from *Blackboard Learn*). Log in to Canvas at <https://canvas.unt.edu>.

The instructor may administer several class sessions via Canvas, in part or full. Accordingly, you must become adept at Canvas use for this course. Training courses are available through the Center for Distributed Learning. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the University's UIT Help Desk. You will find detailed contact information on this web page: <https://it.unt.edu/helpdesk>.

There are several important issues regarding Canvas:

- The instructor does not have the authority/access to manage the Canvas hardware, software, and network systems. Therefore, students must contact the Canvas Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with Canvas.
- Most of the initial problems confronted by students attempting to use Canvas are related to the Internet browser and related settings on a non-UNT computer system. The Canvas site recommends that you conduct an online check of any non-UNT machine or device to ensure reliable Canvas performance.
- If you encounter any problem during the administration of a scheduled exam or quiz, you should contact the Canvas support staff immediately. Please do NOT try to reconcile a problem after the scheduled test or quiz. The Canvas support staff record the time and date of all queries or “help requests.”
- You are responsible for reading all content on Canvas. This content may be in the form of bulletins, emails, course content and supplemental materials. The Canvas system records each student’s activity on the platform.
- Like many other web-based applications, Canvas is not perfect. However, it is the platform for distributed learning of the University of North Texas.
- For questions and concerns regarding the Canvas platform, please contact the UNT Center for Distributed Learning. The UNT Computing Center Helpdesk’s contact information is as follows:

Phone: (940) 565-2324

Email: helpdesk@unt.edu

Website: <https://it.unt.edu/helpdesk>

Walk-in: Sage Hall, Room 330-D

Additional Policies:

Cellular telephones, laptop computers, and other devices: In class, you cannot have a device that makes any kind of sound/noise, audible to others in the classroom. If you have a special need, you must obtain express written consent from the instructor to use such a device in class. If it is construed to be a nuisance, the instructor reserves the right to confiscate any cellular telephone or device at any time.

Using any device for surfing websites, 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 films/videos are shown, if and when there are any guest speakers, and when semester project presentations are 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 expected to pay close attention to the class proceedings. During class sessions, do not engage in activities such as browsing websites, reading personal email, using the phone to send/receive text messages, sleeping, and reading material not relevant to the class. Such practices are disruptive to the instructor's and other students' concentration and 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 visit with me as early as you can.

Disabilities Accommodation:

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 contact the Office of Disability Accommodation at 940-565-4323 during the first week of class.

SEMESTER SCHEDULE:

The following schedule is tentative. Updated schedules will be announced in class or via Canvas. Dates of coverage of content are tentative; dates of exams (once confirmed) are less likely to change. When/if changes occur, they will be announced in class or via Canvas. Please pay attention to the dates and version numbers at the top of all memorandums and notices. The most recent schedule will supersede all prior schedules.

Please know ahead of time that dates associated with the topics are fluid. Sometimes, we may be ahead of schedule; sometimes, behind.

All exams will include all material taught in class until the date of the exam.

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 49% of the topic areas may be covered via distance learning tools.

A fuller schedule will be on Canvas in the near future. Here, in the form of a skeletal outline, are some of the important dates on the tentative schedule:

<i>Date</i>	<i>Details</i>
Tue, Jan 15, 2019	Introduction to the Course and the Instructor
Thu, Feb 14, 2019	EXAM 1 — <i>tentative date</i> , to be confirmed in the near future
Thu, Mar 26, 2019	EXAM 2 — tentative date, to be confirmed in the near future Will include all material till date
Tue, Apr 09, 2019 through Thu, Apr 25, 2019	Project presentations
Thu, May 02, 2019	EXAM 3 — tentative date, to be confirmed in the near future Comprehensive

Important Notice:

The instructor reserves the right to change any 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 and all other policies listed in this document.