


Syllabus

COURSE TITLE	MKTG 4620.001 E-Commerce Marketing Tools & Applications
Semester / Year	Fall / 2015
INSTRUCTOR 	Dr. Jhinuk Chowdhury Email: jhinuk.chowdhury@unt.edu Office Phone: 940.565.2135 Office Room: BLB 358-L Office hours: By appointment.
TEACHING ASSISTANT	Ms. Mounika Tammana Email: MounikaTammana@my.unt.edu
DEPARTMENT	Marketing & Logistics
MEETING TIMES/PLACE	Tues, Thurs 9:30am -10:50pm, BLB 245
Course Website	Visit the section for this course on <i>Blackboard Learn</i> .
Version	1.0 (Orig. released: 08-25-2014.)

COURSE DESCRIPTION

This course is designed to teach students how to:

- Explore the potential value of the Internet as an exchange medium across a range of business types;
- Identify the many ways in which the Internet is used (and may be used) as a business and marketing "tool" to increase effectiveness, efficiency, and competitiveness;
- Be familiar with specific tools and technology that are relevant to Ecommerce Marketing within and without the context of the Internet;
- Obtain hands-on experience in the building of web sites from the perspective of Ecommerce applications.

COURSE REQUIREMENTS

Attendance – Attendance is mandatory. Class time will be used to cover vital information needed to do well on the exams. In addition, there will likely be frequent quizzes in class.

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. If you arrive in class after attendance has been collected, you will NOT receive attendance credit for that day. *No exceptions!*

Required text: *None*. There is a "virtual" text book, including chapters, which will be available later on *Bboard Learn*. Its contents will serve as an online textbook in lieu of a physical book. Later in the semester, you will be given directions to subscribe to an online resource (*Lynda.com* or similar); details will be announced in class and/or via

Blackboard.

Exams: There will be four exams (including a comprehensive final exam). Exams will be based on readings from chapters (i.e., Chapters published on *Blackboard Learn*), handouts, class exercises, videos, class lectures, discussions, and assignments. Students are responsible for all assigned material, regardless of whether we review the 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 the instructor *before* the scheduled exam. Make-up exams may not contain the same questions and may contain only essay and short answer questions.

Assignments: In addition to the readings from the text, there will be multiple assignments, which must be submitted through the Assignment Tool on *Blackboard*. Announcements via *Blackboard* will contain additional information. No late assignments will be accepted. No emailed assignments will be accepted. There will be no exceptions to these rules!

Projects: There may be up to three semester projects, including individual and group projects, comprising an oral/multimedia presentation (details of which will be announced later) per group and will be due toward 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 =

$$\begin{aligned} &[(\text{AVG of EXAMS}) \quad * 0.60] + \\ &[(\text{AVG of PROJECTS}) \quad * 0.25] + \\ &[\text{Assignments/Quizzes} * 0.15] \end{aligned}$$

<u>Scaled points</u>	<u>Letter Grade</u>
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90% and more	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 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 may 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 class.

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

There are several important issues regarding *Blackboard*:

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

Blackboard is not a perfect operating system. However, it is the University of North Texas platform for distributed learning. For questions and/or concerns regarding the *Blackboard* 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
Web site: <http://www.unt.edu/helpdesk/>
Walk-in: Sage Hall, Room 130

ADDITIONAL POLICIES

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.

EXCEPT IN SPECIFIC CLASS MEETINGS AUTHORIZED BY THE INSTRUCTOR, DO NOT USE A LAPTOP OR AN ELECTRONIC DEVICE IN CLASS. If you must use a device to take notes, you will need to furnish proper (official) justification and obtain prior permission from the instructor before using a laptop or any device. 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, including classes 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.**

You must keep your laptops shut and packed away during days 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 discussed in the University of North Texas *Student Guidebook* and on UNT's web page (<http://www.unt.edu>). 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 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.

SEMESTER SCHEDULE

The following schedule is tentative. Updated schedules will be announced in class or via Blackboard. Dates of coverage of content are tentative; dates of exams are less likely to change. 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 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 very fluid. Sometimes, we may be ahead of schedule; sometimes, behind. All exams will include all material taught in class till 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 50% of the topic areas may be covered via distance learning tools.

Tues., Aug 25	Introduction to MKTG 4620
Thurs., Aug 27	Fundamentals of the Internet Infrastructure
Tues., Sep 01	Fundamentals of the Internet Infrastructure (contd.)
Thurs., Sep 03	Web Servers, Introduction to HTML Chapters 1 & 2
Tues., Sep 08	Chapter 3
Thurs., Sep 10	Chapter 4
Tues., Sep 15	Chapter 4 (Images contd.)

Thurs., Sep 17	Chapter 5 (Advanced Images)
Tues., Sep 22	Review for Exam 1
Thurs., Sep 24	EXAM 1 (Material to date)
Tues., Sep 29	Chapters 6, 7 & 8
Thurs., Oct 01	Chapter 9, 10 & 11
Tues., Oct 06	Chapters 12, 13 & 14
Thurs., Oct 08	Chapters 14 & 15 contd.
Tues., Oct 13	Movie: <i>Hello Design!</i> First draft of Project 1 due
Thurs., Oct 15	Dreamweaver and CSS Final version of Project 1 due
Tues., Oct 20	Web Design Fundamentals Review for Exam 2
Thurs., Oct 22	EXAM 2 (Material to date)
Tues., Oct 27	Advanced topics in Dreamweaver - Part 1
Thurs., Oct 29	Advanced topics in Dreamweaver - Part 2
Tues., Nov 03	Dynamic scripting and CMS, Meta Tags and Robots.txt
Thurs., Nov 05	Blogging Platforms and their use - TBA
Tues., Nov 10	Introduction to WordPress - TBA
Thurs., Nov 12	WordPress Fundamentals - TBA
Tues., Nov 17	EXAM 3 (Material to date)
Thurs., Nov 19	Intermediate Issues in WordPress - TBA
Tues., Nov 24	Advanced Issues in WordPress - TBA
<i>Thurs., Nov 26</i>	<i>Thanksgiving - No Class</i>
Tues., Dec 01	PROJECT 2 Presentation - Day 1
Thurs., Dec 03	PROJECT 2 Presentation - Day 2
TBA	EXAM 4 (Comprehensive)

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

IMPORTANT NOTE

The instructor reserves the right to change any aspect of the course, syllabus, and/or schedule, as and when needed, at his sole discretion.