

Syllabus

COURSE TITLE	MKTG 4620.001 E-Commerce Marketing Tools & Applications
Semester / Year	Fall / 2017
INSTRUCTOR	Dr. Jhinuk Chowdhury Email: jhinuk.chowdhury@unt.edu When sending email , please use the prefix "[MKTG 4620]" — quotations signs not included — in your <i>subject</i> line. Office Phone: 940.565.2135 Office Room: BLB 358-L Office hours: By appointment.
TEACHING ASSISTANT	Ms. Mansi Sundriyal Email: MansiSundriyal@my.unt.edu
DEPARTMENT	Marketing & Logistics
MEETING TIMES/PLACE	Tues, Thurs 9:30 AM -10:50 AM / BLB 225
Course Website	Visit the section for this course on <i>Blackboard Learn</i> .
Version	0.9 (Dated: 08-24-2017)

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 e-commerce Marketing within and without the context of the Internet;
- Obtain hands-on experience in the building of web sites, with emphasis on e-commerce 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 pop 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 will be multiple online resources. 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 three exams (including a comprehensive final exam). Exams will be based on readings from various assigned resources, 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 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/Quizzes: 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. With regard to the assignments, unless otherwise stated, the following strict rules will be observed; no exceptions:

- No late assignments will be accepted.
- No emailed assignments (and/or hard copies) will be accepted.

There may be frequent pop quizzes at the beginning of class meetings, 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.

Projects: There may be up to three projects in the semester, including individual and group projects, comprising one 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 =

$$\begin{aligned} &[(\text{AVG of EXAMS}) \quad * 0.60] + \\ &[(\text{AVG of PROJECTS}) \quad * 0.30] + \\ &[(\text{Assignments}) \quad * 0.10] \end{aligned}$$

<u>Scaled points</u>	<u>Letter Grade</u>
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
<p>There is a Blackboard Learn section for this class.</p> <p>Several class sessions may be administered via <i>Blackboard Learn</i>, in part or full. Accordingly, you must become adept at <i>Blackboard</i> use for this course. Training courses are available through the Center for Distributed Learning. Should you encounter any problems at any time on <i>Blackboard</i>, <i>it is your responsibility to contact the Help Desk at Blackboard</i>. Instructions for Help Desk assistance are provided online at the <i>Blackboard</i> course site.</p> <p>There are several important issues regarding <i>Blackboard</i>:</p> <ul style="list-style-type: none"> • The instructor does not have the authority/access to manage the <i>Blackboard</i> hardware, software and/or network systems. Therefore, students must contact the <i>Blackboard</i> Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with <i>Blackboard</i>. • Most of the initial problems confronted by students attempting to use <i>Blackboard</i> are related to the Internet browser and related settings on a non-UNT computer system. The <i>Blackboard</i> site recommends that you conduct an online check of any non-UNT system to enable or improve <i>Blackboard</i> performance. • If you encounter any problem during the administration of a scheduled exam, you should contact the <i>Blackboard</i> support staff immediately. Please do NOT try to reconcile a problem after the scheduled exam. The <i>Blackboard</i> support staff record the time and date of all queries or "help requests." • You are responsible for reading all content on <i>Blackboard</i>. This content may be in the form of bulletins, emails, course content and/or supplemental materials. <i>Blackboard</i> documents each student's activity on the platform. <p><i>Blackboard</i> 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 <i>Blackboard</i> platform, please contact the UIT Help Desk. Their contact information is as follows:</p>

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

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 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 web page (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 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, particularly those dedicated to project presentations, the instructor and/or a teaching assistant may take photographs of students in the groups. Such photos 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.

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 visit with me as early as you can.

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.

Tue, Aug 29	Introduction to MKTG 4620
Thu, Aug 31	Fundamentals of the Internet Infrastructure
Tue, Sep 5	Fundamentals of the Internet Infrastructure (contd.)
Thu, Sep 7	Web Servers, Introduction to HTML
Tue, Sep 12	Lesson 1
Thu, Sep 14	Lesson 2
Tue, Sep 19	Lesson 2 (contd.)
Thu, Sep 21	Lesson 3
Tue, Sep 26	Lesson 3 (contd.)
Thu, Sep 28	EXAM 1 (Material to date)
Tue, Oct 3	Relative paths, CSS Requirements for PROJECT 1
Thu, Oct 5	<i>Project 1 work (See announcement.)</i>
Tue, Oct 10	<i>Project 1 work</i> <i>WordPress training on Lynda.com</i>
Thu, Oct 12	<i>WordPress training on Lynda.com (contd.)</i> PROJECT 1 deadline — 11:59 AM, Sat., Oct 15.
Tue, Oct 17	Training for WordPress installation on COB server
Thu, Oct 19	WordPress training, contd.
Tue, Oct 24	WordPress training, contd.
Thu, Oct 26	Project 2 requirements
Tue, Oct 31	Dynamic scripting, Server side languages Deadline for PROJECT2 group formation
Thu, Nov 2	Web Copywriting, Web Headlines
Tue, Nov 7	EXAM 2 (Material to date)
Thu, Nov 9	Project details

Tue, Nov 14	Project Details
Thu, Nov 16	Web Fonts/Push Fonts, Google Fonts
Tue, Nov 26	Meta Tags and Robots.txt File
<i>Thu, Nov 23</i>	<i>Thanksgiving - No Class</i>
Tue, Nov 28	Project Preparation
Thu, Nov 30	PROJECT 2 Presentation - Day 1: Groups 1–5
Tue, Dec 5	PROJECT 2 Presentation - Day 2: Groups 6–10
Thu, Dec 7	PROJECT 2 Presentation - Day 3: Groups 11–13
8:00 a.m, Thu, Dec 14	EXAM 3 (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, schedule, and evaluation criteria, as and when needed, at his sole discretion. Your enrollment in this course constitutes understanding and acceptance of this policy.