

Syllabus

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| COURSE TITLE | MKTG 3720.001 - Internet Marketing |
| Semester / Year | Spring / 2015 |
| INSTRUCTOR | Dr. Jhinuk Chowdhury Email: jhinuk.chowdhury@unt.edu Phone: 940.565.2135 Office: BLB-358L Office hours: By appointment. |
| DEPARTMENT | Marketing & Logistics [BLB 206] |
| MEETING TIMES/PLACE | Tues, Thurs 3:30pm - 4:50pm, BLB 010 |
| Version | Version 1.0 (Released 01-20-2015.) |

COURSE DESCRIPTION

Internet Marketing is a component of eBusiness. Internet Marketing, also referred to as Online Marketing, can sometimes 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.

In this course, we will survey several models of Internet businesses that exist today, look at significant case studies, explore the underlying marketing theories and principles that are relevant to this realm, and examine actual developments in the field on an almost real-time basis.

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
- Understand how and why social marketing acquired its current important role in the realm of Internet marketing
- Be able to understand and appreciate the key concepts and constructs relevant to current Internet marketing issues

COURSE REQUIREMENTS

Attendance – Attendance is mandatory. Lectures, videos, and class discussions will

contain vital information needed to do well on the exams. This will be confirmed later in the semester.

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*. Embedded within the *Blackboard Learn* section for this course, there will be chapters from a virtual book, and other readings, which will serve as content for the course.

Exams: There will be THREE exams (this includes the final exam). Exams will be based on text readings, handouts, class exercises, videos, and class lectures 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, and may have a completely different format from the regular exam.

Assignments: In addition to the readings from the text, 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, emailed attachment, and/or hard-copy).

Please note:

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

Project: There is a semester group project consisting of one oral or multimedia presentation (details of which will be announced in class) per group and 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:

$$\begin{aligned} \text{OVERALL} = & \\ & [(\text{AVG of EXAMS}) * 0.65] + \\ & [(\text{Project Score}) * 0.25] + \end{aligned}$$

[Assignments * 0.10]

Scaled points Letter Grade

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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 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 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 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 on-line at the *Blackboard Learn* course site.

There are several important issues regarding *Blackboard*:

- The instructor does not have the authority or 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 on-line 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 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 platform of the University of North Texas for distributed learning. For questions and/or concerns regarding the *Blackboard Learn* 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

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.**

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 (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.

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 all memorandums and notices. The most recent schedule will supersede all prior schedules.

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.

| <u>Date</u> | <u>Topic</u> |
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| Tues., Jan 20 | Introduction to the course/instructor |
| Thurs., Jan 22 | Project requirements Lecture 1: Marketing in the Digital Age |
| Tues., Jan 27 | Lecture 1 (contd.) |
| Thurs., Jan 29 | Age of the Internet |
| Tues., Feb 03 | Chapters 1 & 2 Project Group formation deadline |
| Thurs., Feb 05 | Lecture 3 (contd.) Issues in Collaboration/Synergy |
| Tues., Feb 10 | Videos: Group Synergy |
| Thurs., Feb 12 | Project topic ideas/discussion |
| Tues., Feb 17 | Chapter 3 |
| Thurs., Feb 19 | <i>TBA</i> |
| Tues., Feb 24 | Exam 1 |

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| Thurs., Feb 26 | Chapters 4 & 5 |
| Tues., Mar 03 | Lecture on Design |
| Thurs., Mar 05 | Chapter 6 |
| Tues., Mar 10 | Lecture on Copywriting for the Web |
| Thurs., Mar 12 | Lecture on Headlines for the Web |
| <i>Tues., Mar 17</i> | <i>*Spring Break*</i> |
| <i>Thurs., Mar 19</i> | <i>*Spring Break*</i> |
| Tues., Mar 24 | <i>TBA</i> |
| Thurs., Mar 26 | Video: "We Live in Public" |
| Tues., Mar 31 | Video: "The Art of the Start" |
| Thurs., Apr 02 | Chapters 7, 10 & 11 |
| Tues., Apr 07 | Exam Review |
| Thurs., Apr 09 | EXAM 2 (Material to date) |
| Tues., Apr 14 | <i>Project Meeting Day</i> |
| Thurs., Apr 16 | Project Presentation Teams: 01 02 |
| Tues., Apr 21 | Project Presentation Teams: 03 04 05 |
| Thurs., Apr 23 | Project Presentations Teams: 06 07 08 |
| Tues., Apr 28 | Project Presentations Teams: 09 10 |

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| Thurs., Apr 30 | Project Presentations Teams: 12 13 14 |
| Tues., May 05 | Project Presentations Teams: 15 16 Team Evaluations |
| Thurs., May 07 | TBA |
| 1:30 PM, Tues., May 12 | 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, and/or schedule, as and when needed, at his sole discretion.