Instructor Information

<table>
<thead>
<tr>
<th>COURSE NUMBER &amp; TITLE</th>
<th>MKTG 4390: Current Topics in Marketing: Internet Marketing</th>
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<tbody>
<tr>
<td>COURSE SECTION</td>
<td>W01 (Online Course)</td>
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<td>CRN</td>
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<td></td>
<td>Summer Session 1: 60527</td>
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<td>Summer Session 2: 65539</td>
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<tr>
<td>PROFESSOR</td>
<td>Dr. Karen A. Loveland</td>
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<tr>
<td>OFFICE LOCATION</td>
<td>OCNR 354</td>
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<tr>
<td>OFFICE HOURS</td>
<td>8:30 – 10:00 AM Wednesdays in Blackboard Chat Room</td>
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<td></td>
<td>Other times and locations by appointment only.</td>
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<tr>
<td>E-MAIL ADDRESS (I check this address several times a day Monday through Friday and at least</td>
<td><a href="mailto:karen.loveland@tamucc.edu">karen.loveland@tamucc.edu</a></td>
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once every weekend. You can also email me directly through Blackboard.

Course Description & Objectives

I designed this course to introduce you to the cutting edge technologies necessary to perform effectively as marketing professionals in the 21st century. The primary focus of this course is marketing applications of the worldwide network of computers known as the Internet. Topics include online marketing research, business intelligence, Web site design issues, and online advertising/promotion.

As the above paragraph indicates, this is a MARKETING class. Remember that marketing professionals are responsible for creating exchanges. If you want to learn how to write programs for complex Web sites, this is NOT the class for you. This is NOT a PROGRAMMING class. We will NOT spend class time discussing HTML-programming, how to write CGI scripts, or any other PROGRAMMING issues related to the Internet. There are numerous classes available elsewhere for that. Instead, we will talk about how to use the Internet for marketing purposes.

Upon completion of this course, you should:

1. Understand how to use the Internet to effectively target and reach consumers.
2. Be able to define a variety of terms related to the online marketplace.
3. Know how to navigate, communicate, and respond to questions via the Internet.
4. Understand strategies for attacking specific online market segments.
5. Know how to develop an online marketing strategy and select the appropriate marketing tools.
6. Be able to use the Internet to gain valuable information about competitors and customers.
7. Apply what you've learned to the design of a basic Web site.

Course Delivery Method

This is a true "online class"...that means that you can complete all of the course work online. In my opinion, there are two primary benefits of online classes; they can remove "temporal" and "spatial" barriers to education. Accordingly, I did not schedule any regular on-campus meetings or require on-campus testing; this spatial benefit allows you to complete the course anywhere you have (or can find) an Internet connection. In
addition, I did not schedule any "synchronous" communication in this class such as required live online chats; this temporal benefit allows you complete the class at any
time subject to the deadline policies specified below.

I divided the course work into five "modules", one for each week in the class. THIS
CLASS IS NOT "SELF-PACED". Each module contains a deadline. I will STRICTLY
adhere to the deadline and late policies specified later in this document and thus, you
MUST keep up with the required reading and assignments.

Because of the online delivery method, all course communication is in WRITTEN form.
Instead of listening to lectures, you have to read the textbook. To receive credit for
"class participation", you need to write your comments and post them in the class
"discussion group." In fact, every "for credit" part of this class is written.

The time you need to spend each week on this class will vary widely depending on your
reading, writing, and typing skills. Consider yourself warned...if you read slowly, have
below average writing skills, or are only a "hunt and peck" typist, this class may take
considerably MORE time than a regular class.

Required Text

There is one textbook required for this class:

Internet Marketing: Integrating Online and Offline Strategies, 2nd Edition, by Mary

You can purchase this book from the bookstore OR you can order it online.

IMPORTANT NOTE: You can also purchase an electronic (online) copy of the textbook
directly from the publisher:
(http://www.atomicdogpublishing.com/BookDetails.asp?Session=510F42D9-4A84-4590-
9623-29801412FE51&BookEditionID=173)

Course Policies

The following are my specific expectations:
Basic Skills Requirements -- you should be familiar with the tools and hardware used to interact with the Internet including a Web browser, an HTML-editor, Web page design software package or free Web site provider, and e-mail. If you are not familiar with the Internet, you should plan to increase your expertise as soon as possible. There are many ways to accomplish this including a variety of self-help books, workshops, and tutoring. You can also learn a lot by simply spending some extra time exploring the Internet and I'm available to help you learn some of the basics by appointment.

Class "Attendance" -- You should plan to log in to the course page AT LEAST twice a week throughout the semester to get updates about assignments, read new discussion group messages and obtain other relevant information (more frequently is HIGHLY recommended if you want to earn an above average grade). You should also check your TAMUCC e-mail regularly for messages from me or from your classmates. Checking your e-mail DAILY is strongly recommended (and a good business habit to establish).

No Computer-related Excuses -- Since computers are part of business life as are problems with computers, I will NOT accept excuses related to computer problems including Blackboard problems, server failures, lost e-mail, ISP problems, and disk crashes. NOTE: the key word is "excuses"...meaning that computer-related problems are NOT an acceptable excuse for not completing the course work...this does NOT mean that I'm not available to help you get around this type of problem so you can complete the work on time!!!. You should plan for such contingencies and access course information well in advance of the final due dates. Waiting until the last minute is only asking for problems. You should also keep a backup copy of EVERYTHING you do for this class including discussion messages AND e-mail messages.

Ignorance is NOT a defense -- you are responsible for all information contained in this syllabus, the assignment guidelines, and all lectures and text material assigned for this class. If you are unclear about anything related to this class, you must request clarification from me. In the absence of direct questions, I assume you fully understand all the requirements of this course when assigning grades.

Communicate professionally -- treat your classmates (and me) with courtesy and respect. It is sometimes difficult to distinguish between a joke and a serious statement in written communication. Be especially careful with "public" communication (e.g., discussion messages) that everyone can see/read...think about what you say before you submit a message. I want everyone to feel comfortable and secure in the online classroom...avoid personal attacks/criticisms.

Deadline Policy --The deadline for the assignments listed in the "Assignments Due" section of each module is listed in the class calendar. All deadlines expire at 5:00 PM on the listed date. You should strive to complete all the assignments in a module before this time.

Grace Period Policy -- Because I don't actually intend to grade on the weekends (family time "smile"), I will accept late assignments until 8:00 AM on the Monday after each stated due date (all due dates are 5:00 PM on Fridays). There is NO penalty for using the grace period (except for losing the "bonus point" available
for discussion articles...see the class participation guidelines for more information). The purpose of the grace period is to give you enough time to correct/get around computer or other problems (e.g., illness) without having to explain anything to me.

8. Late Policy -- ALL assignments submitted AFTER the grace period expires receive a grade of "0"...NO EXCEPTIONS. Even ONE SECOND after the grace period expires is TOO LATE!!! It is to your advantage to attempt all assignments well before the due date. Then, if you encounter any problems or complications, you have time to correct the problem during the grace period with no penalty.

9. Make-up Policy --there are no "make-up" assignments in the class. However, I have built a significant amount of extra credit into the course to allow you to make up for missing a few assignments.

10. No Emailed Assignments -- you must submit your assignments in Blackboard according to the submission instructions for each assignment. Emailed assignments will not be graded.

IMPORTANT NOTE ABOUT BLACKBOARD EMAIL: While I use your Islander address for initial messages, campus emergencies, and when technical problems prevent access to Blackboard, I use the internal email system in Blackboard to send MOST course-related messages such as grading updates, error corrections in course documents, and updates/tips related to course requirements. I do this because using internal email ensures that every student receives the message and it provides a permanent record of the message. I STRONGLY recommend that you set up your Blackboard mail to automatically forward a copy of your Blackboard mail to your Islander email address...this will send a copy of the text to your Islander address and leave the original message in your inbox in Blackboard for future reference. NOTE: If you drop the class, you will need to remove the forwarding instructions to stop receiving these courtesy copies since the "email all" option contains the name of every student that has ever been added to the system and it doesn't remove students based on changes in Banner!

IMPORTANT NOTE ABOUT THE COB CODE OF ETHICS: The College of Business (COB) requires all students taking COB students to abide by the COB Student Code of Ethics (see http://cob.tamucc.edu/current_students/COB_STUDENT_CODE_%20OF_%20ETHICS_%20051204%20.pdf). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

The TAMUCC handbook and the COB Student Code of Ethics provide for consequences for academic dishonesty ranging from a zero for the assignment to a failing grade for the course to suspension or expulsion from the university depending on the severity of the ethics violation. I will report all forms of cheating, plagiarism or other academic dishonesty the appropriate university officials and will assign a “permanent zero” for the assignment in question.
IMPORTANT NOTE ABOUT AMERICANS WITH DISABILITIES ACT COMPLIANCE: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. 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 an accommodation, please contact the Disability Services Office at (361) 825-5816 or visit the office in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Please note that I will only provide reasonable accommodations recommended by the Disability Services Office. You are solely responsible for making sure I receive notification from Disability Services about your need for accommodation during the first two weeks of the semester (or within one week of receiving approval for accommodation from Disability Services for issues that that arise after the semester begins).

IMPORTANT NOTE ABOUT GRADE APPEALS: As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

IMPORTANT NOTE ABOUT DROPPING A CLASS: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. If you stop attending and participating in the class and don’t process a course drop form, you will receive a failing grade. June 17, 2011 is the last day to drop a class with an automatic grade of "W" this term.
Assignment Guidelines & Course Schedule

Your final grade depends on your performance on four types of assignments:

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<tr>
<th>Assignment</th>
<th>Weightage</th>
<th>Details</th>
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<tbody>
<tr>
<td>Chapter Quizzes</td>
<td>39%</td>
<td>Worth 39% of your final grade (195 points). Count your best 13 out of 14 quizzes worth up to 15 points each.</td>
</tr>
<tr>
<td>Internet Exercises</td>
<td>20%</td>
<td>Worth 20% of your final grade (100 points). Consists of two parts: (1) count the first 20 out of 23 Exercises at 4 points each (80 points) and (2) up to 20 points based on the cumulative quality of your submitted exercises.</td>
</tr>
<tr>
<td>Class Participation</td>
<td>22%</td>
<td>Worth 22% of your final grade (110 points). Consists of two parts: (1) count the first two Discussion Articles at up to 5 points each (10 points), and (2), Overall Class Participation (100 points).</td>
</tr>
<tr>
<td>Term Project</td>
<td>19%</td>
<td>Worth 19% of your final grade (95 points). Consists of two parts: Project Activities (count best three out of four at 5 points each = 15 points) and the Final Term Project (80 points).</td>
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Click the links in the table above to access detailed guidelines and tips for each type of assignment. These links are also available on the Course Menu and the Course Home Page.

IMPORTANT NOTE ABOUT EXTRA CREDIT: The assignment guidelines above contain specific information about extra credit opportunities associated with these assignments. Please Click Here for a brief summary of all the extra credit opportunities available to you this semester.

Start dates and Due dates for each Module appear in the class "Calendar". Remember that the deadlines listed in the class calendar have an automatic "grace period". I do NOT list the grace period in the calendar because I expect all students to complete assignments before the due date...save the grace period for true emergencies!

IMPORTANT NOTE ABOUT DEADLINES: The class calendar is the ONLY authority for deadlines in this class. Do NOT pay attention to dates that appear elsewhere in Blackboard. Specifically, the date and time settings on the "Assessments" page are set up solely to support the activation and deactivation of each quiz!...thus, the dates on that page INCLUDE the grace period! Some students have become confused about final date/time for taking a quiz by interpreting the settings on the take quizzes.
REFER TO THE CALENDAR to determine when an assignment is due!

Grading: Policies and Scale

In a regular class, an instructor picks up all the assignments on a particular date and returns the graded work to students at a later time (at the next class period or even a week later depending on the nature of the assignment). HOWEVER, in this class, students can submit work at any time.

Grading assignments as they are submitted can cause several major problems including errors or inconsistency in grading (e.g., my perspective/expectations may change as I read more assignments) and inaccuracies in the calculations in the grade book. To minimize these problems, I could simply require students to submit assignments on a particular date like in a regular class. HOWEVER, that strategy would reduce the temporal benefits of the class. I prefer to let students work on the class when they have the time to maintain the flexibility of the class, but I pretend that everyone submitted the assignment at the same time! Thus, while you can submit many of your assignments days or even weeks before the deadline, I don't start grading your assignments until AFTER the grace period expires.

I'll begin posting grades for the assignments in a Module as soon as the grace period expires. After I finish grading all the assignments in each Module, I'll update the grade book in Blackboard to include the individual assignment grades and summary calculations. I'll send a "Grading Update" via email as soon as this is completed each week.

You should consider this class a "point hunt"...at the end of the semester, I'll simply add up all the points you earned this semester and apply the grading scale below to determine your final grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>%</th>
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<tbody>
<tr>
<td>A</td>
<td>450 and higher</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>400 to 449.9</td>
<td>80% to 89.999%</td>
</tr>
<tr>
<td>C</td>
<td>350 to 399.9</td>
<td>70% to 79.999%</td>
</tr>
<tr>
<td>D</td>
<td>300 to 349.9</td>
<td>60% to 69.999%</td>
</tr>
<tr>
<td>F</td>
<td>299.9 and lower</td>
<td>59.999% to 0.00%</td>
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NOTE that the percentage (%) grade is for reference only...it will allow you to use the "estimated average" calculations in the grade book to see where you stand ("grade-wise") after each module. However, at the end of the semester, your grade is based on the points you earn. There will be NO "rounding-up" of grades...if you miss a cutoff by even half a point, you will receive the lower grade. If you think you might be "borderline", you should take advantage of extra credit opportunities to increase your grade. Extra credit is optional and does NOT factor in to the grading scale above. I simply add all the extra credit points you earn to your final point total in the class.

This is the end of the Syllabus.

Last Updated: April 2, 2012
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