

**Systems and Internet Marketing Syllabus  
Fall 2012**

**Department of Management, Marketing and International Business**

**MKT 425.001 (3 credit hour class)**

**Monday and Wednesday, 11:00 am – 12:15 m, BU 127**

Instructor: Dr. Charlotte Allen  
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**Office Hours:** Monday through Wednesday from 1:15 pm to 4:15 pm; Thursday from 9:00 am to 10:00 am; and by appointment with instructor.

**Student Requirements:**

**Textbook:** *Internet Marketing: Integrating Online and Offline Strategies.*  
Roberts and Zahay Southwestern Publishing, 3rd edition, 2013.

**SFASU Email Account:** in order to access mySFA for class email and communications

**Prerequisites:** MKT 351, MGT 370, and CSC 121

**Course Description:** An integrative overview of marketing information systems and Internet marketing with an emphasis on major strategic opportunities, issues, and problems. Covers the use of information systems and technology to interact, collaborate, and transact business with the company's customers, employees, suppliers, partners, and society.

**Objectives (or Student Learning Outcomes):** Upon completion of this course, a student should be able to:

- describe how information systems and technology may impact a company's policies and interactions within the company and with consumers, other businesses, and society in general.
- discuss how the Internet and information systems influences marketing, management and business decisions;
- explain how information technology and marketing work together in the areas of branding, consumer and organizational behavior, supplier relationships, communications, research and ethics; and
- demonstrate an ability to apply knowledge and skills in a business case study.

## Course Requirements:

1. Student responsibilities: Each student is expected to come to class having read the assigned chapter and/or assigned readings. Lecture material and other sources will be used to supplement and expand upon text material. Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments, and your conduct in the classroom. Student participation is expected in class. Unless the student has permission from the instructor, all cell phones or pagers should be turned off during class and exams.
2. Exams: All exams will consist of multiple choice, short essay, and/or problem type questions. Unless there is an unusual situation, exams will not be individually reviewed during class time. However, any student may review his/her exam during office hours. Any missed test questions may be appealed in writing. Each appeal must be typed and received by the instructor no later than one week after the grades were handed out. Any appeal with thorough justifications (including references) will be considered.
3. Projects: All projects in this class should be prepared in a professional manner. Any handwritten projects will automatically be given a zero. In class exercises will be assigned and due in class. Any student who is not in class that day will receive a zero on the exercise. If the student misses class due to a university or instructor approved excuse, the student will be given a comparable assignment or case to complete in order to replace the zero on the exercise. Please note that Wikipedia.com is not allowed as a source for projects in this class.
4. Attendance: On-time attendance for each class is expected. You are responsible for all material covered in class whether or not you attended that class. If late attendance becomes a problem for a class, the instructor reserves the right to alter syllabus so that late attendance will negatively affect a student's grade; the class would receive any changes of the syllabus in writing from the instructor.
5. Late Work: The student is responsible for having all work turned in on time. Projects and assignments will be taken up at the beginning of class (i.e. if the class begins at 4:00, then 4:00 is the beginning of class, not 4:01 or any other time after 4:00 pm); any projects or assignments that are turned in after that will be considered late. No late papers or assignments will be accepted. If the student is late for an exam, extra time will not be given to the student to finish the exam. If the student has a university approved absence that corresponds with a due date, the student must meet with the instructor to make appropriate arrangements.
6. Class Communications: The professor will send out class information and other material through email to each student's SFA email address. Each student should check their email on a regular basis since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student's responsibility to make sure the other email account is able to and can

accept forwards from the SFA email address. All email communication between student and professor should be done in a professional manner.

7. Academic Integrity: Academic integrity is the responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism. Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas an author into one's own paper without giving the author due credit (Definition of Academic Dishonesty, A-9.1). Please read the complete policy at [http://www.sfasu.edu/policies/academic\\_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp).
8. Students with Disabilities: The College of Business Admission complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with a disability. To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the instructor and outline the accommodations and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to <http://www.sfasu.edu/disabilityservices>.
9. Withheld Grades (Semester Grades Policy A-54): Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student can not complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If the student registers for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
10. General Student Policies: The general policies that apply to all students enrolled at the courses taught at Stephen F. Austin State University are included in this syllabus and can also be accessed at <http://cobweb.sfasu.edu/gsp.html>.
11. Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular course at <http://cobweb.sfasu.edu/plo.html>.

12. Acceptable Student Behavior: Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

## Grading

There will be four exams in this class during the semester. Each exam is designed to cover approximately one fourth of the class material. Each exam will consist of multiple choice, short answer and/or financial questions. Questions will be taken from chapters in the text, lecture notes and discussions, and class handouts. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Allen before the exam AND (2) has an official university or instructor approved excuse. Any student with an official university or instructor approved excuse that is able to and does not inform Dr. Allen before the scheduled exam time will be able to take the final exam to replace the missed exam. Any makeup exam will be scheduled at a time agreed upon by student and instructor. A final comprehensive exam will be offered; however, it is an optional final and can be used to replace the lowest test grade if the student scores higher on the final exam than the lowest exam grade. There is one major project scheduled for this class that is worth 100 points of the total class points along with 50 points for homework and class assignments.

Exams 1-4	400 points	(100 points each)
Homework/Class Assignments	50 points	
<u>Project</u>	<u>100 points</u>	
Total:	550 points	

Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor's option, a grade may be curved by adding points across the board.

**Posting of Grades:** Grades will not be publicly posted for this class. In accordance with university policy, grades will not be released to anyone through unsecured email or over the phone or through any other unsecured method.

**Schedule:** A tentative schedule will be handed out the first week of class and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. This syllabus is provided to you as a guide for the class content and expectations this semester; it is not a contract, and is subject to change as necessary.

**Class Schedule**

**\*Important dates are in bold print.**

<b>Week Beginning</b>	<b>Class Information</b>
8/27	Introduction, Chapter 1 (Internet Marketing as Part of Marketing Mix)
9/3	Chapter 2 (Internet Value Chain) <b>Labor Day Holiday: Monday, Sept. 3<sup>rd</sup></b>
9/10	Chapters 2 and 3 (Internet Value Chain, Business Models and Strategies), <b>Project Memo Due, Monday 9/10/12</b>
9/17	Chapters 3 and 4 (Business Models and Strategies; Direct Response and Database Foundations) Review for Exam 1 (Chapters 1-4)
9/24	<b>Exam 1 (Chapters 1-4), Monday, 9/24/12</b> Chapter 5 (Online Branding and Video Marketing)
10/1	Chapter 6 (Display Advertising and Other Customer Acquisition Technique)
10/8	Chapters 7 and 8 (Email Marketing; Search Marketing: SEO and PPC) Review for Exam 2 (Chapters 4-8)
10/15	Chapter 8 (Search Marketing: SEO and PPC) <b>Exam 2 (Chapters 5-8): Wednesday 10/17/12</b>
10/22	Chapters 9 and 10 (Social Media Marketing; Lead Generation and Conversion in B2B Markets) <b>Last Day to Drop Class: October 24th</b>
10/29	Chapters 10 and 11 (Lead Generation and Conversion in B2B Markets; Customer Relationship Development and Retention Marketing) Review for Exam 3 (9-12)
11/5	Chapter 12 (Developing and Maintaining Effective Websites) <b>Exam 3 (Chapters 9-12), Wednesday, 11/7/12</b>
11/12	Chapters 13 and 14 (Customer Service and Support in Web Space; Measuring and Evaluating Web Marketing Programs)
11/19	<b>Project due on Monday, November 19, 2012</b> Chapter 14 (Measuring and Evaluating Web Marketing Programs) <b>Thanksgiving Holiday Begins: November 21<sup>st</sup> (Wednesday)</b>

11/26	Chapters 15 and 16 (Social and Regulatory Issues; Mobile Marketing and Related Developments) Review for Exam 4 (Chapters 13-16) <b>Classes Resume from Thanksgiving Holiday: November 26th</b>
12/3	<b>Exam 4 (Chapters 13-16), Monday, 12/3/12</b> Review for Final Exam (Comprehensive)
12/10	<b>Final Exam for MKT 425.001 on Monday, December 10<sup>th</sup> from 10:00 am -12:30 pm</b>

**Major University Dates:**

August 27	Fall semester begins
October 17	Mid-semester
October 24	Last Day to Drop Classes
December 15	Graduation
December 18	Grades due by noon

**Student Information Sheet**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Major: \_\_\_\_\_

Other Business Classes You Have Taken: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hobbies: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Any Internet programming experience? If yes, please explain \_\_\_\_\_

\_\_\_\_\_

SFA School Activities: \_\_\_\_\_

\_\_\_\_\_

I hereby certify that I have received a copy of the syllabus for MKT 425 for Fall 2012. I have read and understood all of the syllabus, and I further certify that I have met all the prerequisites as listed in the syllabus.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_