

MRKT4301.783 E-Marketing Summer 7W1, 2020
Syllabus

Basic Information

Instructor Name: Lili Gai, Ph.D.

OFFICE: MB2254

OFFICE PHONE: 432-552-2206

E-MAIL: gai_l@utpb.edu

OFFICE HOURS: Mondays 9:00 a.m. - 12:00 p.m.

This course is a Web Course and is conducted within Canvas
<http://utpb.instructure.com>

NOTE: All due dates and times for the activities will adhere to the Central Time Zone.

Course Description

Course Catalog Description: Exploration of the basic issues and methods of electronic (internet-based) marketing within the general context of electronic commerce. The adaptation of basic marketing logic is emphasized.

Measurable Learning Outcomes:

The major objective of this course is to introduce the general marketing concept in the context of the Internet. The course will present these concepts from a practitioner's perspective, intending to help develop skills that may be used by a marketing professional in a modern and ever-changing economy. Objectives/outcomes:

- To introduce students to current marketing and advertising theories and practices in the context of the Internet,
- To enable students the opportunity to apply this knowledge in the real world via self-chosen projects.
- Special attention will be given to learning Internet Marketing models, understanding consumer online behavior, designing effective online content and implementing interactive marketing campaigns with social media and other Internet-based communication platforms

Prerequisites: MRKT3300

Materials

Required Materials:

(E-textbook) Digital Marketing Essentials: A Comprehensive Digital Marketing Textbook, November 2019 version by Jeff Larson and Stuart Draper. Stukent, Inc. ISBN: **978-0-692-22688-9**

** It is very important to purchase access to the textbook, chapter quizzes, as well as other resources offered by the publisher.*

Recommended Materials:

Available online and through UTPB Online Library resources as noted on the syllabus and in the course reading list.

Other Required Element

Choose a company/brand you have interests in for the course assignments in the first week.

Important Academic Dates

UTPB [Academic Calendar](#)

Course Overview

(Description of each of the following activities and expectations; how many activities TX Admin Code Section 4.227)

- Readings: 13 Chapters
- Discussion Board: 2 Online Interaction Assignments
- Chapter Quizzes at the Stukent.com
- Course-project Related Assignments:
 - Choose a small-sized company/Business
 - Complete assignments that relate to the company's digital presence on the Internet
 - Put together a Digital Marketing Plan and present the plan with a narrated PowerPoint.

Grading:

Course Activity		Points
Online Authentication <i>(State & UTPB Required!)</i>		2.5
Introduction & Course Wrap-up	2*3	6
Choice of the Project Company		2
Real-world Project-related assignments	6*10	60
Quizzes	13*1.5	19.5
Narrated PowerPoint Presentation	1*10	10
Total		100

Grading Scale:

Grade Range	Letter Grade
90% and above	A
80-89%	B
70-79%	C
60- 69%	D
Less than 59%	F

**Unless otherwise stated, all materials, activities, and assessments are required and are not optional.*

Communication, Grading & Feedback:

- Email: Gai_1@utpb.edu Email is the best way to reach the instructor. Generally, emails will be responded within 24 hours and delays are expected during weekends. **No Emails will be answered on Saturday.**
- Canvas Message System: *Send messages through Canvas Message System*
- Office Telephone: *432-552-2206 during posted office hours.*

Time Management:

A student should expect to spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.

Policies

Discussion Board

Discussion Board is primarily for discussing course-related topics and issues.

Best practices are:

- Read all message postings in an online discussion.
- Respond to the question directly
- Reply to a minimum of two other student posts.
- Use a person's name in the body of your message when you reply to their message.
- Avoid postings that are limited to 'I agree' or 'great idea', etc.
- Ensure responses to questions are meaningful, reflective.
- Support statements with concepts from course readings, refer to personal experience, examples.
- Follow **Rules of Behavior (below)**.

Rules of Behavior

Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

Make-Up/Late Submission Policy

Describe make-up and late policy. Example: All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately.

Academic Dishonesty/Plagiarism/Cheating

The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the [University’s Handbook: Scholastic Dishonesty](#).

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Attendance and Class Participation

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

Tracking

The learning management systems have a tracking feature. Statistics are collected that quantifies how often and when students are active in the course and provide information if the student has accessed different pages of the course.

Absenteeism

All the course activities have set dates to be completed and submitted. After the due dates, the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact the instructor immediately in case of an emergency medical situation.

Course Incomplete/Withdrawal/Grade Appeal

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals consult the University Handbook: [Drops and Withdrawals](#) and [Appeal Process](#).

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4242/4901 E. University, Odessa, Texas 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to [Accessibility and Privacy Statements](#).

Computer Skills, Technical & Software Requirements

For this course, students should also learn to use necessary Internet tools to complete project-related assignments.

Students can use the cloud version of Word, PowerPoint, and other Microsoft products through the use of their UTPB Outlook 365 and UTPB email address. For more information refer to [UTPB Office 365 Page](#).

Computer Technical Requirements

See [Technical Requirements](#).

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must log in to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by:

- Submit a picture of the student holding State-issued ID via the Online Authentication Assignment

*Approved photo identifications are passports, government-issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call the instructor and leave a message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you login.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630 UTPB E-Advisor
Advising	(432) 552-2661 UTPB Academic Advising Center UTPB Campus Bookstore
Bookstore	(432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for an online course).

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make

changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Temporary Course Schedule

Weeks	Topics	Reading	Assignments
1	Introduction and Internet Marketing Foundations	Ch: 1	<ol style="list-style-type: none"> 1. Online Authentication 2. Self-Introduction 3. Activate your Stukent Account 4. Choose a small business with a website for your semester project 5. Chapter 1 Quiz at the Stukent.com
2	Web Design & Analytics	Ch: 2-3	<ol style="list-style-type: none"> 1. Chapter 2 & Chapter 3 Quizzes at the Stukent.com 2. Project Company Assignment 1 - Landing Page Optimization with WishPond 3. Chapter 3 Assignment - Lead Generation Campaign Assignment with WishPond
3	On-Site/Off-Site SEOs	Ch: 4-5	<ol style="list-style-type: none"> 1. Watch required Expert Sessions 2. Project Company Assignments -- SEO 3. Chapter 4 & Chapter 5 Quizzes at the Stukent.com
4	Paid Research and Display Advertising	Ch: 6-7	<ol style="list-style-type: none"> 1. Project Company Assignment – Paid Search & Display Advertising 3. Chapter 6 & Chapter 7 Quizzes at the Stukent.com
5	Email Marketing & Social Media Marketing	Ch: 8-10	<ol style="list-style-type: none"> 1. Project Company Assignment - Email Marketing & Social Media Marketing 3. Chapter 8-10 Quizzes at the Stukent.com
6	Mobile Marketing & Online Reputation management	Ch: 11-12	<ol style="list-style-type: none"> 1. Project Company Assignment - Mobile Marketing Assignment 2. Chapter 11-12 Quizzes at the Stukent.com
7	Course Wrap-up & Project Narrated PowerPoint	Ch: 13	<ol style="list-style-type: none"> 1. Chapter 13 Quiz at the Stukent.com 2. Course Wrap-up Discussion Board 2. Strategic Digital Marketing Plan - Narrated PowerPoint Presentation