



MRKT 4302.795, Summer B, 2nd 7-week session, 2020

Prerequisite: Principles of Marketing, MRKT 3300 (UTPB), or equivalent

Class Starts: June 29, 2020; Class ends: August 13, 2020

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

Instructor:

Jingbo Zhang (Caroline)

Email: JZhang@walton.uark.edu

Office Hours: by appointment

Course Catalog Description:

The course aims to focus on Ecommerce principles and practices. It will cover selling and marketing on the web, content management, B2B, mobile commerce, online auctions, legal ethical issues, ecommerce software and security, online payments, and implementations. Upon completing this course students will be able to do develop and implement an ecommerce plan.

Measurable Learning Outcomes:

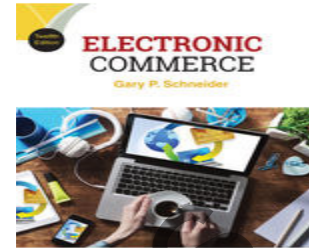
1. Explain the components of E-Commerce
2. Identify the vocabulary of E-Commerce industry.
3. Identify the role of 4 p's of marketing in the E-Commerce.
4. Demonstrate the segmentation, targeting, and positioning in E-Commerce.
5. Develop a comprehensive marketing plan to help pupil understand the issues in implementation of E-Commerce.

Course Materials:

Required Materials:

Electronic Commerce, 12th edition; Author: Schneider, Gary; Publisher: Cengage; ISBN: 9781305867819

<https://www.cengage.com/c/electronic-commerce-12e-schneider>



Other materials: MS Word and MS Excel

Important Academic Dates

<http://catalog.utpb.edu/content.php?catoid=5&navoid=252> (pls see the website for details on the semester calendar)

Classes Start Second 7 Weeks	Jun 29
Last Day to Add a Class	Jul 01
Last Day to Drop Without Creating a Record	Jul 06
Last Day to Drop or Withdraw from the University	Jul 31
Last Day of Class and Final Exams	Aug 13

***DROP** is defined as dropping one or more courses while remaining enrolled in other courses.

****WITHDRAWING** is defined as dropping ALL courses.

*****Dropping and withdrawing have two different refund schedules.***** See the drop and withdrawal refund schedules for complete details. There are no refunds for drops after the last day to drop with a 100% refund.

Student Evaluations:

Requirement	Points
Three Exams	150 each
Two Discussion Boards	50 each
Five Assignments	30 each
Total	700

SCHEDULE

Here is a list of evaluation activities with deadlines for the MRKT 4302 Summer B 2019 Semester. *PLEASE MAKE SURE THAT YOU DO A DEADLINE ANALYSIS ON THE CLASS SCHEDULE to avoid missing due dates.*

Activity	Deadline	Points	Time allowed
Assignment 1	7/3, 11:59 pm	30	
Assignment 2	7/10, 11:59 pm	30	
Discussion Board 1	7/16, 11:59 pm	50	
Assignment 3	7/17, 11:59 pm	30	
Assignment 4	7/24, 11:59 pm	30	
Assignment 5	7/31, 11:59 pm	30	
Discussion Board 2	8/3, 11:59 pm	50	
Exam 1 (Ch 1,2,3 4)	Open 7/10 to 7/20; 50 questions	150	90 mins
Exam 2 (Ch 5,6,7,8)	Open 7/17 to 7/27; 50 questions	150	90 mins
Exam 3 (Ch 9,10,11,12)	Open 7/31 to 08/13; 50 questions	150	90 mins
		Total: 700	

All deadlines at 11:59 pm on the date mentioned

All due dates are US Central Time.

Communication, Grading & Feedback:

1. The instructor would respond to all emails within 48 hours. There could be a delay over the weekends.
2. Normally I use my phone to send short responses, but if some detailed response is needed, I may need to access a regular computer.
3. Requests for reopening tests have to be backed up by supporting docs / materials / emails, clearly stating that you need a reset. Delay in responding to these types of queries is likely in the absence of evidence that you need the help.
4. Grades will be submitted within 10 business days of the last date for submission.

Time Management:

The class is a 3-semester credit hour class, it is expected that a student should 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 a “B” or better in a class. It is important to develop a Time Management Plan to be successful.

Policies

1. **Discussion Board:** Discussion Board is primarily for discussing course related topics and issues.

Best practices are:

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

Discussion Board will primarily be used for discussing course content related topics and issues. There will be four discussion topics for the semester. Each discussion topic is 25 points.

In addition to the course content related topics in discussion tool there will be few general topics: Getting to Know Each Other, Technical problems/issues, General Questions related to the course content, etc. The posts under these topics will not be graded.

For each graded discussion question, first, you must respond to the question directly and second, you must read the other students' posts and reply to at least two other students' responses. You must ensure that the responses to the questions are meaningful, reflective, refer to personal experience and support your course readings. Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.

You are expected to read all messages. You are responsible for reading all of the messages that are posted in the online discussion. Not reading messages is the equivalent of sleeping in class.

Use a person's name in the body of your message when you reply to their message. It helps to keep all of us oriented. It helps us maintain a clearer sense of who is speaking and who is being spoken to. As we begin to associate names with tone and ideas, we come to know each other better.

Change the subject line when you introduce a new topic. The value of this tip will become apparent as the number of messages grows.

2. **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:

- a. Do not post anything too personal.

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

3. Make-Up/Late Submission Policy:

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. We may or may not accept late work.

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

- 4. 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 at: <http://ss.utpb.edu/dean-of-students/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 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.

5. **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.
6. **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 provides information if the student has accessed different pages of the course.
7. **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 instructor immediately in case of emergency medical situation.
8. **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 the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at

<http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops>

For grade appeal process go to <http://www.utpb.edu/campus-life/dean-of-students/grievances>.

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

9. **Accommodation for Students with Disabilities:** Americans with Disabilities Act: Students with disabilities that are admitted to The University of Texas of the Permian Basin may request reasonable accommodations and classroom modifications as addressed under Section 504/ADA regulations. The definition of a disability for purposes of ADA is that she or he (1) has a physical or mental impairment that substantively limits a major life activity, (2) has a record of such an impairment or, (3) is regarded as having such an impairment.

Students who have provided all documentation and are eligible for services will be advised of their rights regarding academic accommodations and responsibilities. The University is not obligated to pay for diagnosis or evaluations nor is it obligated to pay for personal services or auxiliary aids. Students needing assistance because of a disability must contact Testing Services & Academic Accommodations Department, 432-552-2630, Leticia Madrid, madrid_1@utpb.edu, no later than 30 days prior to the start of the semester.

Computer Skills, Technical & Software Requirements

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to Student Services below or visit: <http://www.utpb.edu/services/ird/information-on-computer-accounts-email/office-365>

Computer Technical Requirements: Information at <http://www.utpb.edu/online/reach/technical-requirements>

Computer skills are necessary in today's work environment. This includes being able to work with computer support professionals online and on the telephone to resolve technical issues. All issues with installing and running the Virtual Leader simulation program are to be directed to the provider's software support team. Neither the instructor nor the computer support professionals at UTPB have any ability to assist you with Virtual Leader technical issues.

Respondus Lockdown Browser/Monitor: This course has tests that require the use of a specialty browser. To download Lockdown Browser, please visit

<http://www.respondus.com/lockdown/information.pl?ID=841715130>

Respondus Monitor requires students to have a webcam & microphone active during exams. Students need a photo ID (driver's license, school ID, etc.) to show to the camera at the beginning of the recording. A Practice Exam will be provided as an initial test of your system with Monitor/LockDown Browser turned on to go through the steps.

How It Works

- Start LockDown Browser.
- Log into Canvas and complete a brief startup sequence prior to the exam.
- The student and the surrounding environment are recorded during the entire exam via webcam.
- The monitor will change to full screen and cannot be minimized so it will look a little different.
- The exam cannot be exited until submitted for grading.

Respondus Monitor Computer Requirement

Windows: 7, 8, Vista, or XP

Mac: OS X 10.6 or higher

Internet Explorer (Windows) or Safari (Mac) must function properly on the computer

Adobe Flash Player

Web camera (internal or external) & microphone

A broadband internet connection

Basic computer skills and ability to type. All assignments must be formatted in Microsoft Word

Students, Faculty and Staff at UTPB can obtain software licensing and media for selected Microsoft titles at very low cost through a software agreement:

<http://www.utpb.edu/services/ird/information-for-students/software-distribution/microsoft-select>

Online Student Authentication

UTPB requires that each student who registers for a distance 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 login 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 process will be: presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)

*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.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video (<http://www.respondus.com/products/lockdown-browser/student-movie.shtml>) to get a basic understanding of LockDown Browser and Monitor.

Download and install LockDown Browser from this link:

<http://www.respondus.com/lockdown/download.php?id=841715130>

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

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 instructor, and leave 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 http://www.utpb.edu/academics/undergraduate-success/TSAAD
Advising	UTPB E-Advisor at http://www.utpb.edu/academics/undergraduate-success/academic-advising-center/e-advisor
Bookstore	(432) 552-0220 http://www.bkstr.com/texas-permianbasinstore/home
Email, Outlook 365,	Information Resources Service http://www.utpb.edu/services/ird

my.utpb.edu	
Financial Aid and Scholarship	(432) 552-2620 http://www.utpb.edu/campus-life/financial-aid
Library	(432) 552-2370 The J. Conrad Dunagan Library Online at http://library.utpb.edu/
Registrar	(432) 552-2635 http://www.utpb.edu/services/academic-affairs/office-of-the-registrar
Student Services	http://www.utpb.edu/campus-life/dean-of-students
Technical Support	Canvas 1-866-437-0867 https://guides.instructure.com/
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 online course). http://www.utpb.edu/online/reach/smarthinking-online-tutoring

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in 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.

Sample Syllabus