Principals of Internet Marketing
MKT 380 Section 001 | Call Number 36877 | Fall 2009
Syllabus, Structure & Calendar

Days/Time:	Tuesday - Thursday, 5:30 p.m. – 6:45 p.m.
Location:	BEH 123
Final Exam:	Thursday, December 10, 6:00 p.m. – 8:00 p.m., BEH 123
Hours/Credit:	3
Pre-Requisites:	MKT 301
Instructor:	Suken Shah, MBA
Office/Hours:	BEH 123 Tuesday & Thursday, 6:45 p.m. – 7:30 p.m.
Contact Information:	Suken Shah, MBA	702-236-4007	Suken.Shah@unlv.edu
Attendance/Participation, Initiative, Effort (PIE):	Part of grade in lieu of extra credit

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Other materials will be distributed during class, which may include articles, essays, or other information as provided by guest speakers. Information from these materials is fair game for exams.

Consider the Syllabus & Calendar for this course to be its strategic plan outline. All strategic plans are subject to the influence of many environmental factors. *You* are responsible for keeping current with changes that may occur to topics, activities, assignments, days, dates, times, and places. **NO** revised syllabi will be issued. **TURN OFF YOUR CELL PHONES AND LAPTOP COMPUTERS.**

Course Description - Theory and practice of marketing on the internet. Focuses on role of internet marketing in marketing strategy, internet process, internet mechanics, and internet site construction. Includes practical experience in formulating internet marketing plans and operational Web sites. We will also discuss emerging marketing channels related to Internet marketing.

Objective - To develop skills in designing Internet based marketing strategies.

Course Structure

Lectures - Students will be required to participate in class discussions. Materials for the lectures will come from the text. Some lecture material will come from the Internet and related articles. Lecture materials (presentations and related notes) will be posted on WebCampus the day before the scheduled lecture and class.

Reading – Links to articles will be posted on WebCampus. These are required reading and will be discussed in class. Articles will be released on WebCampus one-two days before required reading is due.

Website creation project - There will be one outside class assignment. Groups will be required to create and market a website for a fictional business. Groups will be required to turn in three (3) different deliverables on three (3) different dates. Guidelines for the project and deliverables will be discussed in class. All materials for the project will be posted on WebCampus. The project is worth 20 points. Each group member will receive the same grade. The project will be graded as a whole; each deliverable will not be graded separately. Groups will submit assignment via WebCampus assignment drop box.

Short written assignments - There will be four (4) short written assignments given during the course. These assignments will be relative to course work and will need to be uploaded to the WebCampus assignment drop box. Late assignments will not be accepted. Each assignment will be worth five (5) points.

Midterm/Final Exams - The midterm & final exams will consist of 40 questions that will consist of true/false, multiple choice, fill-in-the-blank, short answer, or essay questions. Questions will be pulled from previous in-class discussions and materials that have been handed out in-class. The final and midterm exams will be handed out in class and each is worth 20 points.

Attendance – Attendance is required and will be taken every class period, either by roll call or circulation of a sign-in sheet. Students should write legibly on the sign-in sheet. A student should sign only his or her own name to the sign-in sheet. Unauthorized absences will be considered in calculating the student's PIE points, which are a component of the final grade. If you are absent for what you believe is an appropriate excuse (e.g., illness, opportunity to join a cast of a reality show with a seven-figure prize), please notify me in writing via email and I will consider the absence and treat it accordingly for purposes of calculating your points. Absences due to job interviews, work or other purposes will generally not be excused. Class will begin once the lecture has begun. Points will not be awarded to those who walk in after the lecture has begun. Attendance is worth 0.5 a point per day.

Participation, Initiative, Effort (PIE) - Participation in class discussions is required and a portion of the final grade will be based upon in-class Participation, Initiative, and Effort. If you do not participate in class you will not be awarded PIE points at the end of the semester.

WebCampus - Access to WebCampus will be required for all students. All course materials will be made available on WebCampus. If you do not have access to WebCampus please contact the Student Help Desk at (702) 895-0761 in the Student Union room 231 or by email at studenthelp@unlv.edu. See http://webcampus.unlv.edu/ for information.

Grading

The final grade is based on a total of 100 points:

Item	Possible Points			
assignment 1	5 points	93 - 100 points	93 - 100%	A
assignment 2	5 points	90 - 92 points	90 - 92%	A-
assignment 3	5 points	87 - 89 points	87 - 89%	B+
assignment 4	5 points	83 – 86 points	83 - 86%	B
mid-term	20 points	80 – 82 points	80 - 82%	B-
web site and plan	20 points	77 – 79 points	77 - 79%	C+
attendance	14.5 points	73 – 76 points	73 - 76%	C
final	20 points	70 – 72 points	70 - 72%	C-
PIE points	5.5 points	67 – 69 points	67 - 69%	D+
TOTAL	**100 points**	63 – 66 points	63 - 66%	D
		60 - 62 points	60 - 62%	D-
		0 - 59 points	0 - 59%	F

All grading is based on percentage of points received for assignments, exams, individual attendance, Participation, Initiative, and Effort (PIE). PIE is assigned at the end of the course. The point total is the final grade. **NO** curve. **NO** extra credit. **NO** exceptions. Progress reports and grades are given in person only. **NO** information will be released by telephone, voice mail, or email without an advance written request. **NO** exceptions. Final grades will be posted online. Challenges must be accompanied by proof of performance. **NO** exceptions. Details of the assignments, exams will be discussed in class. **NO** handwritten *or* edited material is accepted. **NO** exceptions. **You** are responsible for your work. **You** must arrange make-ups. **NO** exceptions. **NO** make-up work will be accepted after the last week of lecture/discussion. **NO** exceptions.

You must ask questions if you need clarification; in class, during office hours, by phone, or email. "I didn't know," "I didn't understand," "You didn't tell me," are not acceptable for late, missing, or misinterpreted work. Email assignments will not be accepted under any circumstances. **NO** exceptions. Late work will not be accepted without instructor's prior approval and/or written documentation for absence. Missing work will receive zero points. Misinterpreted work will be graded accordingly. Any conditions that might develop during the semester that may cause you to miss *any* course requirements *must* be documented and brought to the instructor's attention immediately or you will receive an **F** on *all* missed work. **NO** exceptions.

<u>The following are university policies:</u>

Academic Misconduct – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism: "Using the words or ideas of another, from the Internet or any source, without proper citation of the sources." See the "Student Academic Misconduct Policy," approved Dec. 9, 2005, located at http://studentlife.unlv.edu/judicial/misconductPolicy.html.

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies. To familiarize yourself with copyright and fair use policies, you are encouraged to visit the following website: http://www.unlv.edu/committees/copyright/.

Classroom Policies/Rules – It is a faculty member's discretion and prerogative to determine what is and is not acceptable behavior in his or her classroom (i.e., late arrival, wearing hats). Also, classroom occupants are at the discretion of the instructor (per UNLV General Counsel). University policy considered bringing children to class a potential violation of the Student Conduct Code, Sections III.K. and L. relating to "disrupting" the classroom and/or university operations. See http://studentlife.unlv.edu/judicial/student.html.

Disability Resource Center (DRC) – The Disability Resource Center (DRC) coordinates all academic accommodations for students with documented disabilities. The DRC is the official office to review and house disability documentation for students and to provide them with an official Academic Accommodation Plan to present to the faculty if an accommodation is warranted. Faculty should not provide student s accommodations without being in receipt of this plan. UNLV complies with the provisions set forth in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, offering reasonable accommodations to qualified students with documented disabilities. If you have a documented disability that may require accommodations, you will need to contact the DRC for the coordination of services. The DRC is located in the Student Services Complex (SSC), Room 137, and the contact numbers are: VOICE (702) 895-0966, TTY (702) 895-0652, FAX (702) 895-0651. For additional information, please visit: http://studentlife.unlv.edu/disability/. For additional information about the DRC and procedures to follow when students ask for exemptions or exceptions based on their disability claim, refer them to the DRC Web site.

Missed Classes/Religious Holidays – As a general rule, a student missing a class or laboratory assignment because of observance of a religious holiday shall have the opportunity to make up missed work. Students must notify the instructor of anticipated absences by the last day of late registration to be assured of this opportunity. Students who represent UNLV at any official extracurricular activity shall also have the opportunity to make up assignments, but the student must provide official written notification to the instructor no less than one week prior to missed class(es).

Posting Grades – In keeping with the Family Educational Rights and Privacy Acts (FERPA), grades may not be posted anywhere unless complete confidentiality for individual students can be assured. Grades will be given in person only unless a written request is submitted by the student.

Rebelmail – By policy, faculty and staff should only email students' Rebelmail Accounts. Rebelmail is UNLV's official email system for students. It is one of the primary ways students receive official university communication. All UNLV students receive a Rebelmail account after admission to the university. Non-admitted students should contact the Student Help Desk at 702.895.0761 in the Student Union room 231 or by email at studenthelp@unlv.edu. See http://rebelmail.unlv.edu/ for information.

Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center located in CDC 301. Although walk-in consultations are sometimes available, students with appointments receive priority assistance. Appointments may be made in person or by calling 895.3909. The student's Rebel ID card, a copy of the assignment (if available) \, and two copies of any writing to be reviewed are requested for the consultation. See http://writingcenter.unlv.edu/ for information.

Fall 2009 COURSE CALENDAR (subject to change without notice)

Week 1	
Class 1	**Tuesday, August 25, 2009**
Topics:	Welcome/introduction, expectations, syllabus review, WebCampus review
Read for next class:	None
Assignment due:	None
New assignment:	Pick groups on WebCampus **DUE:** 08/27/09

Class 2	**Thursday, August 27, 2009**
Topics:	Project review, (02) The Start
Read for next class:	Article on WebCampus: Internet News Tops All Other Media Channels Combined
Assignment due:	Group selection on WebCampus
New assignment:	Deliverable 1 **DUE:** 09/24/09

Week 2	
Class 3	**Tuesday, September 1, 2009**
Topics:	Project Q&A, (02) The Start
Read for next class:	Article on WebCampus: Can User-Generated Content Change Your World?
Assignment due:	None
New assignment:	media landscape assignment **DUE:** 09/03/09

Class 4	**Thursday, September 3, 2009**
Topics:	(03) Right Now
Read for next class:	None
Assignment due:	media landscape assignment
New assignment:	None **DUE:**

Week 3	
Class 5	**Tuesday, September 8, 2009**
Topics:	(04) Understanding Business Models
Read for next class:	Article on WebCampus: Gmail: Expect bigger changes in next 5 years
Assignment due:	None
New assignment:	None **DUE:**

Class 6	**Thursday, September 10, 2009**
Topics:	(05) Value
Read for next class:	Article on WebCampus: Internet Business Develops New Business Models
Assignment due:	None
New assignment:	None **DUE:**

	Week 4	
Class 7	**Tuesday, September 15, 2009**	
Topics:	(06) Internet Business Models and Revenue Models	
Read for next class:	None	
Assignment due:	None	
New assignment:	quantcast.com assignment	**DUE:** 09/17/09

Class 8	**Thursday, September 17, 2009**	
Topics:	(07) Understanding the Internet Consumer	
Read for next class:	None	
Assignment due:	Quantcast.com assignment	
New assignment:	None	**DUE:**

	Week 5	
Class 9	**Tuesday, September 22, 2009**	
Topics:	(08) Role of Sites	
Read for next class:	None	
Assignment due:	None	
New assignment:	Deliverable 1	**DUE:** 09/24/09

Class 10	**Thursday, September 24, 2009**	
Topics:	Guest Speaker, Nic Stransky, Stransky Design	
Read for next class:	None	
Assignment due:	Deliverable 1	
New assignment:	Deliverable 2	**DUE:** 10/29/09

	Week 6	
Class 11	**Tuesday, September 29, 2009**	
Topics:	(09) Designing a Site	
Read for next class:	Article on WebCampus: Make Money off Your Blog	
Assignment due:	None	
New assignment:	None	**DUE:**

Class 12	**Thursday, October 1, 2009**	
Topics:	(10) Brand Development Online	
Read for next class:	Article on WebCampus: BofA may not renew US Olympic sponsorship	
Assignment due:	None	
New assignment:	None	**DUE:**

	Week 7	
Class 13	**Tuesday, October 6, 2009**	
Topics:	(11) Traditional and Viral Marketing	
Read for next class:	Article on WebCampus: Google testing out new format for search ads	
Assignment due:	None	
New assignment:	None	**DUE:**

Class 14	**Thursday, October 8, 2009**	
Topics:	(12) Advertising on the Internet	
Read for next class:	Article on WebCampus: The Internet and Consumer Choice	
Assignment due:	None	
New assignment:	None	**DUE:**

	Week 8	
Class 15	**Tuesday, October 13, 2009**	
Topics:	Mid-term review	
Read for next class:	None	
Assignment due:	None	
New assignment:	None	**DUE:**

Class 16	**Thursday, October 15, 2009**	
Topics:	Mid-term	
Read for next class:	Article on WebCampus: Search Engine Use	
Assignment due:	None	
New assignment:	None	**DUE:**

	Week 9	
Class 17	**Tuesday, October 20, 2009**	
Topics:	Mid-term review, (13) Search Engine Marketing	
Read for next class:	Article on WebCampus: Why E-mail Subscribers Unsubscribe	
Assignment due:	None	
New assignment:	Email Marketing assignment	**DUE:** 10/22/09

Class 18	**Thursday, October 22, 2009**	
Topics:	(14) Email Marketing	
Read for next class:	None	
Assignment due:	Email Marketing assignment	
New assignment:	None	**DUE:**

	Week 10	
Class 19	**Tuesday, October 27, 2009**	
Topics:	(15) Measuring and Evaluating Web Marketing Programs	
Read for next class:	None	
Assignment due:	None	
New assignment:	Deliverable 2	**DUE:** 10/29/09

Class 20	**Thursday, October 29, 2009**	
Topics:	(15) Measuring and Evaluating Web Marketing Programs, In-class work day	
Read for next class:	Article on WebCampus: Database Marketing Improves Online Business	
Assignment due:	Deliverable 2	
New assignment:	Deliverable 3	**DUE:** 12/03/09

	Week 11	
Class 21	**Tuesday, November 3, 2009**	
Topics:	(16) Database Marketing	
Read for next class:	Article on WebCampus: Sprint unveils new customer relations plan	
Assignment due:	None	
New assignment:	None	**DUE:**

Class 22	**Thursday, November 5, 2009**	
Topics:	(17) Customer Service	
Read for next class:	Article on WebCampus: CRM Done Right	
Assignment due:	None	
New assignment:	None	**DUE:**

	Week 12	
Class 23	**Tuesday, November 10, 2009**	
Topics:	(18) Customer Relationship Development and Management	
Read for next class:	None	
Assignment due:	None	
New assignment:	None	**DUE:**

Class 24	**Thursday, November 12, 2009**	
Topics:	In-class work day	
Read for next class:	Article on WebCampus: Facebook reverses course on privacy policy	
Assignment due:	None	
New assignment:	Privacy policy	**DUE:** 11/17/09

	Week 13
Class 25	**Tuesday, November 17, 2009**
Topics:	(19) Privacy & Safety
Read for next class:	None
Assignment due:	Privacy policy
New assignment:	None **DUE:**

Class 26	**Thursday, November 19, 2009**
Topics:	(20) The Future Part 1: Everything else
Read for next class:	Article on WebCampus: Privacy Implications of Fast, Mobile Internet Access
Assignment due:	None
New assignment:	None **DUE:**

	Week 14
Class 27	**Tuesday, November 24, 2009**
Topics:	Guest Speaker, Darrell Shull, VP Operations, BIPAC
Read for next class:	None
Assignment due:	None
New assignment:	None **DUE:**

Class 28	**Thursday, November 26, 2009**
Topics:	**NO CLASS**
Read for next class:	Article on WebCampus: Market Researchers in Your Facebook?
Assignment due:	None
New assignment:	None **DUE:**

	Week 15
Class 29	**Tuesday, December 1, 2009**
Topics:	(21) The Future Part 2: The Internet
Read for next class:	Article on WebCampus: Dude — Dell's Making Money Off Twitter!
Assignment due:	None
New assignment:	Deliverable 3 **DUE:** 12/03/09

Class 30	**Thursday, December 3, 2009**
Topics:	Review for final
Read for next class:	None
Assignment due:	Deliverable 3
New assignment:	None **DUE:**

	FINAL
Final	**Tuesday, December 10,2009	FINAL BEGINS @ 6 PM**