

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

Days/Time: Monday - Wednesday, 5:30 p.m. – 6:45 p.m.  
Location: BEH 120  
Final Exam: Wednesday, May 6, 6:00 p.m. – 8:00 p.m., BEH120  
Hours/Credit: 3  
Pre-Requisites: MKT 301  
Instructor: Suken Shah  
Office/Hours: BEH 120 Monday & Wednesday, 6:45 p.m. – 7:30 p.m.  
Contact Information: Suken Shah: 702.236.4007 Suken.Shah@unlv.edu  
Attendance/Participation,  
Initiative, Effort (PIE): Part of grade in lieu of extra credit

Text: *Internet Marketing: Integrating Online and Offline Strategies*,  
Mary Lou Roberts, Atomic Dog; 2 edition (May 22, 2007) ISBN-10: 0759392781, ISBN-13: 978-  
0759392786

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.

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

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.

**Written Internet marketing plan** - There will be one outside class assignment. Students will be required to prepare a typed Internet marketing plan in a group. Students will be given detailed directions on the plan and it will be presented in class.

**Short written assignments** - There will be five (5) short written assignments given during the course. These assignments will be relative to course work and will need to be handed in on the due date. Assignments that are handed in late will be awarded partial credit. Each assignment will be worth four (4) 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** - All students will be required to attend class. If the class lecture has begun, consider yourself late and you will not receive your attendance points for that day. **NO EXCEPTIONS!** We will start and end class on time. Attendance is worth 0.5 a point per day. Absences of any kind will not be awarded points.

**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](mailto:studenthelp@unlv.edu). See <http://webcampus.unlv.edu/> for information. Please **DO NOT** use the WebCampus email as a way to reach me. Please use Suken.Shah@unlv.edu or call (702) 236-4007 to communicate with me.

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MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

**Grading**

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

Item	Possible Points	93 - 100 points	93 - 100%	A
short written assignment 1	4 points	90 - 92 points	90 - 92%	A-
short written assignment 2	4 points	87 - 89 points	87 - 89%	B+
short written assignment 3	4 points	83 - 86 points	83 - 86%	B
short written assignment 4	4 points	80 - 82 points	80 - 82%	B-
short written assignment 5	4 points	77 - 79 points	77 - 79%	C+
midterm exam	20 points	73 - 76 points	73 - 76%	C
written Internet marketing plan	20 points	70 - 72 points	70 - 72%	C-
final exam	20 points	67 - 69 points	67 - 69%	D+
attendance	14 points	63 - 66 points	63 - 66%	D
PIE Points	6 points	60 - 62 points	60 - 62%	D-
<b>TOTAL</b>	<b>100 points</b>	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.

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

The following are university policies:

**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

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

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](mailto: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.

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
**Syllabus, Structure & Calendar**

**Spring 2009 COURSE CALENDAR (subject to change without notice)**

Class Meeting	Topics and Text Book Chapters
Week 1	
Monday: 01-12-09	Welcome/introduction, expectations, syllabus review, assignment: read chapter 1
Wednesday: 01-14-09	Review and discuss chapter 1, assignment: read chapter 3, web site analysis assignment
Week 2	
Monday: 01-19-09	<b><u>MARTIN LUTHER KING DAY – NO CLASS</u></b>
Wednesday: 01-21-09	Review and discuss chapter 3 part 1
Week 3	
Monday: 01-26-09	Review and discuss chapter 3 part 2, assignment: revenue analysis assignment
Wednesday: 01-28-09	Review and discuss chapter 3, assignment: read chapter 4
Week 4	
Monday: 02-02-09	Review and discuss chapter 4,
Wednesday: 02-04-09	Review and discuss chapter 4, assignment: read chapter 5
Week 5	
Monday: 02-09-09	Review and discuss chapter 5,
Wednesday: 02-11-09	Review and discuss chapter 5, assignment: read chapter 6, quantcast.com assignment
Week 6	
Monday: 02-16-09	<b><u>PRESIDENTS DAY - NO CLASS</u></b>
Wednesday: 02-18-09	Review and discuss chapter 6 Part 1, assignment: read chapter 7
Week 7	
Monday: 02-23-09	Review and discuss chapter 6 Part 2, Discuss written Internet marketing plan
Wednesday: 02-25-09	Review and discuss chapter 7, assignment: email marketing assignment
Week 8	
Monday: 03-02-09	Q&A session about written Internet Marketing Plan / Review for midterm
Wednesday: 03-04-09	<b>Midterm (will cover weeks 1 – 7) 40 questions, assignment: read chapter 8</b>
Week 9	
Monday: 03-09-09	Review midterm results, review and discuss chapter 8
Wednesday: 03-11-09	Review and discuss chapter 8, assignment: read chapter 9
Week 10	
Monday: 03-16-09	Review and discuss chapter 9
Wednesday: 03-18-09	In-class work time for written project, assignment: read chapter 10

**Principals of Internet Marketing**  
MKT 380 Section 001 | Call Number 07894 | Spring 2009  
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<b>Week 11</b>	
Monday: 03-23-09	Review and discuss chapter 10
Wednesday: 03-25-09	Guest Speaker / Review and discuss chapter 10, assignment: read chapter 11
<b>Week 12</b>	
Monday: 03-30-09	Review and discuss chapter 11, assignment: read chapter 12, privacy policy assignment
Wednesday: 04-01-09	Review and discuss chapter 12 and review privacy policy assignment
<b>April 6 – 10 SPRING BREAK NO CLASS ON MONDAY AND WEDNESDAY</b>	
<b>Week 13</b>	
Monday: 04-13-09	Review and discuss chapter 12
Wednesday: 04-15-09	In-class work time for written project
<b>Week 14</b>	
Monday: 04-20-09	<b>Written Internet marketing plan due</b>
Wednesday: 04-22-09	The Future Part 1: The Internet
<b>Week 15</b>	
Monday: 04-27-09	The Future Part 2: Everything else
Wednesday: 04-29-09	Final Exam Review
<b>FINAL</b>	
Wednesday: 05-06-09	<b>FINAL EXAM (will cover weeks 9 – 15) 40 questions</b>