


Course	MRKT 5900 Marketing in Electronic Commerce																																
Term	Spring I, 2010 Fort Smith Metro Campus Monday evenings																																
Instructor	 <p>Joe McCoy, MBA, MIS, Owner of Best Progress Internet Marketing <i>In my work, I provide website marketing implementation, e-commerce work, and related services to companies throughout Arkansas and nearby states. Many small businesses are missing marketing and technology improvement opportunities. This makes the work fun, rewarding, and always new.</i> Joe@BestProgress.com 479-719-1580 (mobile) Note: Preferred contact is by e-mail & will reach me anywhere (mobile e-mail)</p>																																
Catalog Description	This course will focus on the strategy involved to market products and services in the age of electronic commerce. Specific emphasis will be placed upon understanding the paradigm shift that the Internet has created in business and marketing's role in that shift. Both consumer and business-to-business applications will be discussed. Methodology will use the Internet, weekly periodicals, and other media appropriate to the topic. How technology is affecting the marketing mix and how to use marketing principles and concepts in this environment are the prime questions to be answered.																																
Prerequisites	Marketing 5000 is a prerequisite. Students are to be technology literate. Each student is expected to: Posses knowledge of the internet, Have an understanding of basic Electronic Commerce concepts, Have access to the internet as needed, Have an email address. <i>Call or e-mail the instructor if you have any questions or concerns about the pre-requisites – I will answer them as quickly as possible.</i>																																
Course Level Learning Outcomes	<p>Upon Completion of this course the student should:</p> <ul style="list-style-type: none"> • Be aware of the changes in business caused from Electronic Commerce and the Internet • Learn how the Internet and Electronic Commerce create synergistic opportunities. • Be able to identify customers and make it easy for them to do business using these new tools • Be able to create a profitable marketing strategy for the Internet and the world of Electronic Commerce. 																																
Materials	<p>Textbook is a free downloadable e-book: The eMarketing Textbook (2nd Edition). Website: http://www.quirk.biz/emarketingtextbook/ Look for "Download the textbook" Additional Materials: Journal articles through Webster's Connections website, other websites, and current magazines may be used to supplement the e-textbook. Occasional e-mails will be sent regarding current news related to current e-commerce issues.</p>																																
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<p>Grading Guidelines</p>	<p>The GRADUATE catalog provides these guidelines and grading options:</p> <ul style="list-style-type: none"> • A/A- Superior graduate work • B+/B/B- Satisfactory graduate work • C Work that is barely adequate as graduate-level performance • CR Work that is performed as satisfactory graduate work (B- or better). A grade of "CR" is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses. • F Work that is unsatisfactory • I Incomplete work • ZF An incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.P.A., academic warning, probation, and dismissal. • IP In progress • NR Not reported • W Withdrawn from the course
<p>Activities</p>	<p>I will use a broad array of instructional methods to help you learn and enjoy the material to the greatest extent possible. Some of the approaches I may use include:</p> <ul style="list-style-type: none"> • Assigned article discussions • In-class discussion based on readings - <i>Interesting bit or "aha!" moment</i> • Turned in "A-ha". An a-ha is what you saw as the most interesting or unexpected part of the reading. It is usually what you consider the most valuable part of the reading to you personally. A posted or printed a-ha is due for most of our meetings (not our first day though). • Quizzes (unannounced, based on assigned reading) • Exercises • Exams • Short lectures and overview • Presentation <p>Attendance</p> <p>Multiple studies have shown a correlation between good attendance and good grades: the correlation also holds true for poor attendance and poor grades. I understand that most of you work full time and that business requirements could cause you to miss a portion of a class or an entire class. Please do everything you can to always be in class or meet online to contribute to the learning of your peers. If you must miss a part of class, you will be responsible for additional work. Additional work may include a brief presentation of a component of the session you missed to ensure that you are learning the critical elements of the course and that other students benefit from your ideas and analysis.</p> <p>Late assignments</p> <p>Assignments are due at the beginning of class unless otherwise specified. Late work is strongly discouraged. Late work will not be accepted later than 1 week after initial due date except in extreme circumstances. For any work that is turned in within 1 week after the due date, points will be deducted at a cost of 10% of the assignment grade per day late.</p>
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p>Academic Honesty</p> <p>The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's</p>

	<p>academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p>Drops and Withdrawals</p> <p>Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p>Special Services</p> <p>If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor at the beginning of the course of the accommodations you will require in this class so that these can be provided.</p> <p>Disturbances</p> <p>Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
Course Policies	<p>Make-up Work: I will provide additional assignments for any student who is absent from a full or partial class session. The work will reflect the current topics being covered in the class session. The purpose of the work is to ensure that the student fully learns key concepts.</p> <p>Late Assignments: All assignments submitted late are subject to a penalty of 10% per day. No assignment more than 1 week overdue will be accepted.</p> <p>Syllabus Modification: The instructor reserves the right to change components of the syllabus, class schedules, course requirements, or grading criteria based on changing circumstances and events, University policies, or class input. Any modifications will be provided to students by e-mail and mentioned in class. The syllabus version number can be found on the right-most footer of this document.</p>

NOTE: Chapter Reading assignments will be made available the week before the session they are to be completed. Unannounced quizzes will be given & will be based on assigned reading and previous discussions.

Exercises will be assigned at the end of class to be turned in at next session.

Weekly Schedule	Date	Topics	Assignments / Readings Due
1	Jan 4	Course overview & introduction Syllabus review Ch 1: Introduction to eMarketing Ch 2: Email Marketing	In-class: Instructor leads Ch 1 & 2 discussion
2	Jan 11	Ch 3: Online Advertising Ch 4: Affiliate Marketing <i>Plan Session 3 Meeting Time</i>	A-ha & Exercise 1 Due
	Jan 18	Martin Luther King Holiday	NO CLASS MEETING
3	TBD	Ch 5: Search Engine Marketing Ch 6: Search Engine Optimization	A-ha & Exercise 2 Due
4	Jan 25	Ch 7: PPC (Pay-per-click) Advertising Discuss presentation assignment	Exam 1 over Ch 1 through 6 A-ha & Exercise 3 Due
5	Feb 1	Ch 8: Social Media Ch 9: Viral Marketing Ch 10: Online Reputation Management	A-ha & Exercise 4 Due
6	Feb 8	Ch 11: webPR Ch 12: Web Site Development & Design	A-ha & Exercise 5 Due
7	Feb 15	Ch 13: Online Copywriting Ch 14: Web Analytics & Conversion Optimization Ch 15: Mobile Marketing	A-ha & Exercise 6 Due
8	Feb 22	Ch 16: Customer Relationship Management	Exam 2 over Ch 11-15 A-ha & Exercise 7 Due
9	Mar 1	<i>TBD by Student Selection of Available Options or A Topic Developed by Student</i> Ch 17: Market Research Ch 18: eMarketing Strategy	Presentations

Jan 18 – MLK Holiday