

CTEC 4309
INTERNET MARKETING COMMUNICATION
Spring, 2012

Tuesday & Thursday 11:00 - 12:20 PM, 412 FAB
Course Web Site: <http://omega.uta.edu/~cyjang/ctec4309>

Instructor

Dr. Chyng-Yang Jang
Office: Fine Arts Building 413
Office Hours: Tuesday & Thursday 12:30 – 2:00 PM, or by appointment
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Required Textbook

Internet Marketing and e-Commerce by Ward Hanson and Kirthi Kalyanam (2007).
Additional required readings will be posted online through the class Web site.

Course Description

Study of the use of information technology to optimize advertising, promotion, public relations, and sales functions. Examines the infrastructure of the Internet and how it affects information retrieval, Web design, Web site management, and Web site security. Discusses research strategies, usage trends, and social implications.

Student Learning Outcomes

After taking this class, students will

- possess knowledge about important Internet marketing communication concepts
- be able to identify major business models currently employed in electronic commerce
- be able to describe enabling technology and its implication for Internet marketing
- be able to propose and implement Internet marketing solutions for organizations

Course Communication

All course-related messages will be posted on the class web site (<http://omega.uta.edu/~cyjang/ctec4309/>). On this site you will find the course syllabus, the written assignments, online readings, and other announcements. Students may contact the instructor via email, phone or in-person. When sending email, please put "[CTEC4309]" in the subject heading to clearly identify the email as relating to the course. It will ensure your important email gets instructor's prompt attention.

Evaluation and Grading

Your grade will be based on your performance in exams, quizzes, and assignments. There will be two major exams including the final during the semester. Points will be awarded for exams, quizzes, assignments, and the project as described below. Late submission of assignments and the project may not be accepted.

| | | |
|-------------------------|-------|------|
| Exam #1 | | 200 |
| Exam #2 | | 200 |
| Term Project | | 400 |
| Quizzes and Assignments | | 200 |
| ----- | | |
| Total | | 1000 |

Grade Scale

900-1000 --> **A**; 800-899 --> **B**; 700-799 --> **C**; 600-699 --> **D**; 0-599 --> **F**

The assignment of a grade of "I" will only be made for the reasons specified by university regulations. "Running out of time" or "not getting done" is not one of the specified reasons.

Make-Up Policy:

Exams must be taken during the scheduled exam time. A make-up exam can only be taken if the student presents documented proof of a valid medical excuse or extenuating circumstance. Medical excuses and extenuating circumstances will be verified and judged as warranting a special case by the instructor. If you have to miss an exam, you have to inform the instructor before the exam time to be considered to take a make-up exam.

No make-up will be granted for quizzes.

Attendance Policy:

You are expected to be present for all classes. Your attendance may be recorded. However, your grade will not be adjusted for your attendance record.

Drop Policy:

It is the responsibility of the student to initiate the drop process. Please see the University academic calendar for the last day to drop classes and receive an automatic "W".

Other Important Class Policies

Americans With Disabilities Act

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. With the passage of federal legislation entitled *Americans with Disabilities Act (ADA)*, pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

Academic Integrity

It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, 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 or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2)

Student Support Services Available

The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

University Electronic Communication Policy

The University of Texas at Arlington has adopted the University “MavMail” address as the sole official means of communication with students. MavMail is used to remind students of important deadlines, advertise events and activities, and permit the University to conduct official transactions exclusively by electronic means. For example, important information concerning registration, financial aid, payment of bills, and graduation are now sent to students through the MavMail system. All students are assigned a MavMail account. Students are responsible for checking their MavMail regularly. Information about activating and using MavMail is available at <http://www.uta.edu/oit/email/>. There is no additional charge to students for using this account, and it remains active even after they graduate from UT Arlington.

Schedule of Topics

This course will cover the following topics in the context of Internet marketing communication:

eBusiness Technology, Networks, Individuals Online, Business Model, Search Engine Marketing, Online Advertising, Online Branding, Web Design for Marketing, Information collection & Web Analytics, Personalization, Distribution, B2C eCommerce, Mobile commerce & marketing, as well as hands on skills including CSS & introductory PHP.

For schedule of topics, please see the course web site.