

**CTEC 4309 Sec. 001**  
**INTERNET MARKETING COMMUNICATION**  
**Fall, 2012**

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

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**Instructor**

Dr. Chyng-Yang Jang  
Office: Fine Arts Building 413  
Office Hours: Tuesday & Thursday 12:30 – 2:00 PM, or by appointment  
Phone: 817-272-4142  
Email: [cyjang@uta.edu](mailto:cyjang@uta.edu)

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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.

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**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.

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**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

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**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

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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 (Oct. 9, 2012)	.....	200
Exam #2 (Dec. 11, 2012)	.....	200
Term Project (Nov. 28, 2012)	.....	400
Quizzes and Assignments	.....	200
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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:

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the

University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ses/fao>).

## **Other Important Class Policies**

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### **Americans With Disabilities Act**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act* (ADA). All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

### **Academic Integrity**

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

### **Student Support Services Available**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-

272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

### **University Electronic Communication Policy**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>

### **Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

### **Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

## Schedule of Topics

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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.

See the next page for the detailed schedule of topics. The schedule and any update to it are posted on the course web site. ***As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course.***

Week	Tuesday	Thursday
Aug. 21, 23		Introduction
Aug. 28, 30	eBusiness Technology (Ch. 2)	CSS (I)
Sep. 4, 6	Networks (Ch. 3)	CSS (II)
Sep. 11, 13	Individuals Online (Ch. 4)	Business Model (Ch. 5)
Sep. 18, 20	Discussion	<b>Guest Speaker:</b>
Sep. 25, 27	Online Advertising(Ch. 8; <a href="#">Online Targeting Approach</a> )	PHP (I): Introduction
Oct. 2, 4	Online Branding (Ch. 6)	PHP (II): include
Oct. 9, 11	<b>Exam #1</b>	PHP Lab <b>Project Proposal Due (10/12, by midnight)</b>
Oct. 16, 18	Usability, Credibility, and Persuasion (Ch. 7)	PHP (III): Form processing
Oct. 23, 25	Information collection & Web Analytics (Ch. 16, p 534-555)	PHP (III): Form processing (cont.)
Oct. 30, Nov. 1	PHP (IV): Cookie & Personalization	Communication Day
Nov. 6, 8	Personalization(Ch. 9)	PHP Lab
Nov. 13, 15	Distribution Channels (Ch. 14) B2C eCommerce (Ch. 13)	PHP Lab
Nov. 20, 22	Mobile commerce and marketing	Thanksgiving
Nov. 27, 29	Project Work <b>Project Due (11/28, by midnight)</b>	Project Presentation
Dec. 4, 6	Project Presentation	No class
Dec. 11, 13	<b>Exam #2:</b> 11:00-1:30, Dec. 11	