

CTEC 4309 Sec. 001
INTERNET MARKETING COMMUNICATION
Fall 2013

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 UTA email, phone or in-person. When sending emails, please put "[CTEC4309]" in the subject heading to clearly identify the emails as course related. It will ensure your important emails get instructor's prompt attention.

Exams, Term Project, and Grading

Your grade will be based on your performance in exams, quizzes, and assignments. There will be two major exams during the semester. Exam dates are listed below. You are also required to complete a term project. This term project includes writing a proposal and building a simulated Web site. Points will be awarded for exams, quizzes, assignments, and the project as described below. Late submission of assignments and the term project may not be accepted.

| | |
|---------------------------------|------|
| Exam #1 (10/08/2013) | 200 |
| Exam #2 (12/10/2013) | 200 |
| Term Project (11/26/2013) | 400 |
| Quizzes and Assignments | 200 |
| <hr/> | |
| Total | 1000 |

Grade Scale

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

Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels.

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.

Expectations for Out-of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

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://web.uta.edu/ses/fao>).

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 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 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, or view the information at 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.

Emergency Exit Procedures

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest stairwell, which is located in the north side of the Fine Arts Building, and then exit the building when reach the first floor. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

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.

A tentative schedule is attached at the end of the syllabus. This schedule and any update to it will also be posted on the course web site.

Class Schedule

Please note that, 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 20, Aug 22 | | Introduction |
| Aug 27, Aug 29 | eBusiness Technology (Ch. 2) | CSS (I) |
| Sep 03, Sep 05 | Networks (Ch. 3) | CSS (II) |
| Sep 10, Sep 12 | Individuals Online (Ch. 4) | Business Model (Ch. 5) |
| Sep 17, Sep 19 | Discussion | Guest Speaker: |
| Sep 24, Sep 26 | Online Advertising(Ch. 8; Online Targeting Approach) | PHP (I): Introduction SEO Report Due (9/26, by midnight) |
| Oct 01, Oct 03 | Online Branding (Ch. 6) | PHP (II): include |
| Oct 08, Oct 10 | Exam #1 | PHP Lab Project Proposal Due (10/11, by midnight) |
| Oct 15, Oct 17 | Usability, Credibiity, and Persuasion (Ch. 7) | PHP (III): Form processing |
| Oct 22, Oct 24 | Information collection & Web Analytics (Ch. 16, p 534-555) | PHP (III): Form processing (cont.) |
| Oct 29, Oct 31 | Personalization(Ch. 9) | Communication Day Activities |
| Nov 05, Nov 07 | Distribution Channels (Ch. 14) | PHP (IV): Cookie & Personalization |
| Nov 12, Nov 14 | B2C eCommerce (Ch. 13) | PHP Lab |
| Nov 19, Nov 21 | Mobile commerce and marketing | PHP Lab |
| Nov 26, Nov 28 | Project Work Project Due (11/26, by midnight) | Thanksgiving |
| Dec 03, Dec 05 | Project Presentation | No class |
| Dec 10, Dec 12 | Exam #2: 11:00-1:30, Dec. 10 | |