

**CTEC 4309 Sec. 001**  
**INTERNET MARKETING COMMUNICATION**  
**Fall, 2015**

Tuesday & Thursday 11:00 - 12:20 PM, FAB 412  
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  
Phone: 817-272-4142  
Email: [cyjang@uta.edu](mailto:cyjang@uta.edu)  
Faculty Profile: <https://www.uta.edu/mentis/public/#profile/profile/view/id/1346>

---

**Required Textbook**

E-Marketing (7<sup>th</sup> Ed.) by Judy Strauss & Raymond Frost (2013).  
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 (Oct. 13) .....	200
Exam #2 (Dec. 15) .....	200
Term Project (Dec. 2).....	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

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. As the instructor of this section, I expect each of the students to be present for all classes. I have elected to take attendance but will not factor attendance into the grade.

## 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://wwwb.uta.edu/aao/fao/>).

## Other Important Class Policies

---

### Disability Accommodations

UT 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), The Americans with Disabilities Amendments Act (ADAAA), and Section 504 of the Rehabilitation Act. 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the Office for Students with Disabilities (OSD). Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

- The Office for Students with Disabilities, (OSD) [wwwb.uta.edu/disability](http://wwwb.uta.edu/disability) or calling 817-272-3364.
- Counseling and Psychological Services, (CAPS) [wwwb.uta.edu/caps/](http://wwwb.uta.edu/caps/) or calling 817-272-3671.

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.

## **Title IX**

The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos). For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

## **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).

## **Writing Center**

The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, Quick Hits (5-10 minute quick answers to questions), and workshops on

grammar and specific writing projects. Visit <https://uta.mywconline.com/> to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at [www.uta.edu/owl/](http://www.uta.edu/owl/).

### **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**

---

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.

#### **Emergency Phone Numbers**

In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911.

# 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 25, Aug 27		Introduction
Sep 01, Sep 03	E-Marketing Overview: Past, Present, and Future (Ch. 1)	CSS (I)
Sep 08, Sep 10	Strategic E-Marketing & Performance Metrics (Ch. 2)	CSS (II)
Sep 15, Sep 17	E-Marketing Paln (Ch. 3)	<b>Guest Speaker:</b>
Sep 22, Sep 24	Conncted Consumers Online (Ch. 7)	Segmentation, Targeting, Differentiation, and Positioning Strategies (Ch. 8)
Sep 29, Oct 01	E-Marketing Communication: Paid Media (Ch. 13)	PHP (I): Introduction <b>SEO Report Due (10/2, by midnight)</b>
Oct 06, Oct 08	Discussion & Review	PHP (II): include
Oct 13, Oct 15	<b>Exam #1</b>	PHP Lab <b>Project Proposal Due (10/16, by midnight)</b>
Oct 20, Oct 22	Comm. Day Activities	PHP (III): Form processing
Oct 27, Oct 29	E-Marketing Research (Ch. 6)	PHP (III): Form processing (cont.)
Nov 03, Nov 05	Product: The Online Offer (Ch. 9) Price: The Onliine Value (Ch. 10)	PHP (III): Form processing (cont.)
Nov 10, Nov 12	Place: The Internet Distribution (Ch. 11)	PHP (IV): Cookie & Personalization
Nov 17, Nov 19	E-Marketing Communication: Owned Media (Ch. 12)	PHP Lab
Nov 24, Nov 26	E-Marketing Communication: Earned Media (Ch. 14)	Thanksgiving
Dec 01, Dec 03	Project Work <b>Project Due (12/2, by midnight)</b>	<b>Project Presentation</b>
Dec 08, Dec 10	<b>Project Presentation &amp; Review</b>	No class
Dec 15, Dec 17	<b>Exam #2: 11:00-1:30, Dec. 15</b>	