

CTEC 4309 Sec. 001
INTERNET MARKETING COMMUNICATION
Spring, 2016

Tuesday & Thursday 11:00 - 12:20 PM, ARCH 319
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

E-Marketing (7th 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 (3/8/16)	200
Exam #2 (5/10/16)	200
Term Project (4/29/16)	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**

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 or calling 817-272-3364.
- Counseling and Psychological Services, (CAPS) 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 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. For information regarding Title IX, visit 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, or view the information at 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/.

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:

eMarketing overview, Strategic E-Marketing & Performance Metrics, E-Marketing Paln, Conncted Consumers Online, Segmentation, Targeting, Differentiation, and Positioning Strategies , Paid Media, Business model, E-Marketing Research, Marketing Mix and Online Marketing, Owned Media, Earned Media, and PHP.

A tentative schedule will be 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
Jan 19, Jan 21	Introduction	CSS Review & Project Discussion
Jan 26, Jan 28	E-Marketing Overview: Past, Present, and Future (Ch. 1)	SEO & Keyword Advertising Project
Feb 02, Feb 04	Strategic E-Marketing & Performance Metrics (Ch. 2)	Guest speaker: TBA
Feb 09, Feb 11	Segmentation, Targeting, Differentiation, and Positioning Strategies (Ch. 8)	Discussion
Feb 16, Feb 18	E-Marketing Communication: Paid Media (Ch. 13, IAB Internet Advertising Revenue Report)	PHP (I): Introduction
Feb 23, Feb 25	E-Marketing Paln (Ch. 3) Business model	PHP (II): include
Mar 01, Mar 03	Discussion & Review	PHP Lab Project Discussion
Mar 08, Mar 10	Exam #1	PHP Lab Project Proposal Due (3/11, by midnight)
Mar 15, Mar 17	Spring Break	
Mar 22, Mar 24	E-Marketing Research (Ch. 6)	PHP (III): Form processing (cont.)
Mar 29, Mar 31	Product: The Online Offer (Ch. 9)	PHP (III): Form processing (cont.)
Apr 05, Apr 07	Price: The Online Value (Ch. 10)	PHP (IV): Cookie & Personalization
Apr 12, Apr 14	Place: The Internet Distribution (Ch. 11)	E-Marketing Communication: Owned Media (Ch. 12)
Apr 19, Apr 21	E-Marketing Communication: Earned Media (Ch. 14)	PHP Lab
Apr 26, Apr 28	Discussion	Project Work Project Due (4/29, by midnight)
May 03, May 05	Project Presentation	Project Presentation & Review
May 10, May 12	Exam #2: 11:00-1:30, May 10	