

**COMM 5321-001**  
**Advanced Internet Marketing Communication**  
**Spring 2016**

Thursday 6:00-8:50 AM, FA 404  
Course Web Site: <http://omega.uta.edu/~cyjang/comm5321>

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**Instructor**

Dr. Chyng-Yang Jang  
Office: Fine Arts Building 413  
Office Hours: Tuesday & Thursday 12:20 - 2:00, or by appointment  
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Faculty Profile: <https://www.uta.edu/mentis/public/#profile/profile/view/id/1346>

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**Required Textbook**

E-Marketing (7<sup>th</sup> Ed.) by Judy Strauss & Raymond Frost (2013).  
Additional required reading requirements will be posted on 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 an 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 advanced knowledge about important Internet marketing communication concepts and strategies
- be able to describe enabling technology and analyze its implication for Internet marketing
- acquire practical knowledge about the planning, implementation, and evaluation of Internet marketing activities
- be able to propose Internet marketing solutions for organizations

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**Course Communication**

All course-related messages will be posted on the class web site. On this site you will find the course syllabus, the assignments, online readings, and other announcements. Course related information will also be sent to your University "MavMail" address, which is the sole official means of email communication with students. Students are responsible for checking their MavMail regularly. Students may contact the instructor via email, phone or in-person. When sending email, please put "[COMM 5321]" 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.

## Exam, Term Paper, and Grading

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Your grade will be based on your performance in the midterm exam and assignments. There will be two major assignments including a special topic presentation and a term paper. The presentation requires that you conduct literature research on a topic related to the course and perform an oral presentation to the class on that topic. The term paper asks that you conduct research on a specific topic within the scope of Internet marketing communication, learn about relevant literature, synthesize previous findings, formulate research questions or hypotheses, design a study, and present your research in the form of an academic paper

Points for the midterm exam and various assignments are listed below.

Exams (3/10/16, 4/28/16) .....	300
Assignments .....	250
Special Topic Presentation .....	150
Term Paper .....	300
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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://www.uta.edu/aao/fao/>).

## Other Important Class Policies

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### 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) [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364.
- Counseling and Psychological Services, (CAPS) [www.uta.edu/caps/](http://www.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

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

eMarketing overview, Strategic E-Marketing & Performance Metrics, E-Marketing Plan, Connected 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 other special topics.

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.