



SYLLABUS

Course Information

Description: The goal of this course is to teach you to strategically combine various internet marketing tools to ensure consistency of strategies and tactics, as well as complementary use of internet media venues in order to maximize the impact on consumers. In this course you will practice internet marketing planning, which involves analyzing the competitive environment and target market, defining the internet marketing strategy and selecting tools and vehicles to effectively deliver marketing offers and messages to potential customers.

Credits: 4 credits

Web Access: <https://courses.css.edu> – use your CSS login and password

Instructor Information

Instructor: Dr. Thomas Buck

Office: Tower 3146

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E-mail: tbuck2@css.edu

Web page: <https://www.tbuck.us>

Office Hours: Tuesdays & Thursdays 10:00 - 12:00

Required Materials

Required Text:

Buck, T. L. (2017). *Marketing on the Internet: Lessons & select case studies*. New York, NY: McGraw-Hill. ISBN: 978-0984377985.

Students may find these three textbooks helpful for background reading:

Kotler, P. & Keller, K. (2015). *Framework for Marketing Management, A (6th Edition)*. Pearson Publishing. ISBN: 9780133871319

Kotler, P. & Keller, K. (2015). *Marketing Management (15th Edition)*. Pearson Publishing. ISBN: 9780133856460

Assessment

This course attempts to apply the following definitions to the letter grades assigned at the end of the course:

- A = Excellent (superior mastery)
- B = Very Good (thorough mastery)
- C = Average (acceptable mastery)
- D = Below Average (incomplete mastery)
- F = Fail (non-mastery)

Points:	
Quizzes – 5 @ 60 pts.	300
Team Project – 150 pts.	150
Group Discussions – 7 @ 20 pts.	140
Guest Speaker Reports – 2 @ 20 pts.	40
Total Pts.	630

Grades in %s:			
96-100	A	73-77	C
93-95	A-	70-72	C-
90-92	B+	68-69	D+
85-89	B	63-67	D
82-84	B-	60-62	D-
78-81	C+	0-59	F

Course Outline (By Weeks / Units)

Week 1 – Unit 1: Introduction to E-Marketing	
	Introduce yourself to the class E-Marketing: Past, Present, and Future
Week 2 – Unit 2: Infrastructure & The Connected Consumer	
	Connected Consumers Online Ethical and Legal Issues (Unit preview)
Week 3 – Unit 3: E-Marketing - Ethical & Legal Issues	
	Defining Group Projects Group Project Proposals Due
Week 4 – Unit 4: The Campaign	
	Quiz 1 Group Discussion 1
Week 5 – Unit 5: Strategic E-Marketing and Performance Metrics	
	Strategic E-Marketing and Performance Metrics The E-Marketing Plan
Week 6 – Unit 6: Segmentation, Targeting, Differentiation and Positioning	
	Part I of Group Projects Due Segmentation, Targeting, Differentiation and Positioning
Week 7 – Unit 7: Crafting Offers	
	Quiz 2 Lab Work
Week 8 – Unit 8: Content Marketing	
	Product: The Online Offer Group Discussion 2
Week 9 – Unit 9: Search Marketing	
	Price The Online Value Part II of Group Project Due
Week 10 – Unit 10: Social Media Marketing	
	Quiz 3 Internet for Distribution Group Discussion 3
Week 11 – Unit 11: E-Marketing Analytics & Social Media	
	E-Marketing Communication: Owned Media Part III of Group Projects Due
Week 12 – Unit 12: E-Marketing & Google Analytics	
	Quiz 4 Thanksgiving Break
Week 13 – Unit 13: E-Marketing & Google Analytics (cont)	
	E-Marketing Communication: Paid Media E-Marketing Communication: Earned Media Group Discussion 4
Week 14 – Unit 14: Final Project	
	Part IV of Group Projects Due Lab Work
Week 15 – Unit 15: Final Project Completion	
	Quiz 5 Group Discussion 5
Week 16 – Final Presentations	

School of Business & Technology's Mission

The College of St. Scholastica's School of Business & Technology's mission is:

We develop leaders who embody the values of the School of Business & Technology and demonstrate consistently the highest levels of ethical decision-making, social responsibility, global awareness, and professional excellence.

In organizations, computer programmers have an immense power and responsibility. Programmers are entrusted with access to the organization's information systems and data. Programmers have the skills and access to be able to modify these systems and data.

Upon completion of this course, a student will be able to:

- Understand what is involved in starting up and operating internet marketing *Course outcomes: 1, 2, 3.*
- Have basic knowledge of what is involved in designing, maintaining, and administering e-marketing and related technologies *Course outcomes: 1, 2, 3, 4.*
- Understand issues surrounding privacy and the protection of intellectual property *Course outcomes: 1.*
- Understand important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud *Course outcomes: 1, 2, 3, 4, 5.*
- A complete Marketing Plan for e-commerce *Course outcomes: 1, 2, 3.*

Course Outcomes

Upon completion of this course, a student will be able to:

1. Gain factual knowledge (terminology, classifications, methods, trends) *Assessments: exams, labs, assignments, articles.*
2. Learn to apply course material (to improve thinking, problem solving, and decisions) *Assessments: exams, labs, assignments.*
3. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course. *Assessments: exams, labs, assignments, articles.*
4. Develop skills in expressing oneself orally or in writing.
5. Acquire an interest in learning more by asking questions and seeking answers. *Assessments: exams, labs, assignments, articles.*

General Education - Analytical Reasoning (V)

College Outcome: Intellectual and Foundational Skills

St. Scholastica students need intellectual and foundational skills that prepare them for responsible living and meaningful work.

Learning Outcomes:

- **Think critically and analytically**
- **Demonstrate scientific, mathematical and technological abilities**

E-Marketing skills are important in technology-based fields. Students will analyze system designs and test marketing systems to solve problems and challenges. *Course outcomes: 1, 2, 3, 4, 5.*

Pathway V. Analytical Reasoning

Learning Outcomes:

- **Examine problems by reducing them into their constituent elements.**
- **Develop the ability and language to recognize and describe the patterns of relationship among elements of a problem.**
- **Employ those abilities to solve a variety of problems and effectively communicate the solution processes to others.**

Students will be given projects in which they analyze and create hardware/software systems solutions. Students use a step-by-step process to create a solution, test their solutions, and then present them to the class. *Course outcomes: 1, 2, 3, 4, 5.*

Attendance

Attendance will be taken at the beginning of every class - this class is fast moving and rigorous. The best way to learn e-commerce is in small pieces. The concepts in this course build on each other so keep up-to-date with the course.

The "Legal" Section

Online Participation

- ❖ Your interaction with both your instructor and other students during class is critical to both your learning and to your growth as a professional. You are expected to actively participate in the course discussions and activities.
- ❖ Students will be responsible for all material covered in the class (including syllabus changes) as presented online.

LATE and MAKE-UP WORK

- ❖ All assignments are due as announced and exams are given on the days announced. Assignments are due at 11:59pm Central Time on the due date.
- ❖ No late assignments will be accepted and no make-up exams will be given.
- ❖ Personal emergencies will be handled on an individual basis. If absent for a verifiable emergency, you must contact the instructor.

INCOMPLETES

- ❖ Incompletes will be granted only in rare circumstances where a student can demonstrate an extreme situation which necessitates it.
- ❖ A low class average is not in itself an adequate reason to grant an incomplete.

ACADEMIC (DIS)HONESTY POLICY

- ❖ Academic honesty directly concerns ethical behaviors which affect both the academic environment and the civic community. Plagiarism and other academic dishonesty, including falsification of data, will result, at a minimum, in failure of the assignment involved, and may result in failure of the course. These failures may lead to academic probation. Repeated or especially serious plagiarism or fraud are grounds for dismissal.
- ❖ The CSS Academic Honesty Policy found in the Student Handbook is strictly applied. If a student has questions about the policy, it is her/his responsibility to discuss them with the instructor.

STUDENTS WITH DISABILITIES

- ❖ Students with disabilities are entitled to appropriate and reasonable auxiliary aids and accommodations through The Americans with Disabilities Act section 504 of the Rehabilitation Act of 1973. It is the student's responsibility to notify the Disability Resource Center as soon as possible to ensure that such accommodations are implemented in a timely fashion. For more information or to request academic accommodations, please contact Melissa Watschke, Coordinator of the Disability Resource Center in Tower Hall 2139, by phone at (218) 723-6747 or email at mwatschk@css.edu

*“Strive not to be a success, but rather to be of value.”
-Albert Einstein*