

Auburn University College of Business
MKTG 4500 – Marketing on the Internet

Instructor Info	Class Info
Astrid Keel, Ph.D. Office Location: Lowder 248 Office Hours: MWF: 9:00AM-10:00AM or by appt. Email: alk0012@auburn.edu Phone: 334-844-2466	Location: Lowder 10 Hours: MWF 10AM-10:50AM

Prerequisites

- Minimum Grade of C in MKTG 3310 and COMP 1000 or equivalent.

Course Objectives

Marketing on the Internet is designed as a primer for understanding how many of the best practices within traditional marketing can be applied online. The term primer is used here to acknowledge that while we have experienced 15+ years of commercial internet, the pace of change is not slowing; it's increasing. As a result, the course has a strong orientation toward the necessity of marketing accountability and holistic (i.e., strategic) decision-making. While many of the tactics and strategies discussed here will be focused for use on the Net, many of these approaches can/should be applied to any marketing business venture (e.g., accountability). The course will stress many of the tactics crucial for achieving a long-term competitive advantage. In addition, each lecture will cover current issues concerning the topic under discussion.

Code of Conduct

- Arrive on time and do not leave early.
- Choose a seat of your liking and keep the same seat throughout the semester.
- Treat your fellow students and instructor with respect.
- Last but not least, **please turn off and put away cell phones, beepers, pagers, ipods, and any other noise-making and/or distracting technological gadget.**

Honor Code

Students are expected to adhere to all components of Auburn University's Student Academic Honesty Code. All work in this class, unless specified otherwise, is expected to be individual work –not copied from the internet, a classmate, or material from prior semesters.

Communication

Course slides, readings and assignments will be posted on Canvas. Clarifications and updates may also be sent by email. Check your accounts often. If you have questions regarding an exam, email me at least **24 hours** before the deadline to ensure a reply. *If I do not reply to an email within 24 hours, it means that I have not received it.*

Persons with Disabilities

Auburn University provides accessibility to its programs and activities and reasonable accommodations for persons defined as having disabilities. Students who qualify should contact the Program for Students with Disabilities at 1244 Haley Center or by phone at 334-844-2096. Please complete all paperwork *at least one week before the first exam.*

Grade Determination

The following grading scale will apply: 630-700=A; 560-629.9=B; 490-559.9=C; 420-489.9=D; less than 420=F. Given I will provide opportunities for bonus points throughout the semester to enhance one's grade, grades will not be rounded (If you obtain an overall grade of 629, you will receive a B). You will receive the

grade you earn in this class. While I welcome you to talk to me about your problems or concerns, I will not adjust your grades based on any factors outside of the course work (e.g., work conflicts, personal problems). Though I am concerned about you and want you to do well, I must also be fair to all class members.

Grading Element	Points
Attendance & Participation	30
LinkedIn Assignment	20
Article Presentation	40
Group Project	110
Exams:	
Midterm 1	100
Midterm 2	100
Midterm 3	100
Final (cumulative)	200
Total	700
Extra Credit (bonus points)	TBD

Attendance & Participation

You should treat class in a professional manner. At the beginning of each class, a sign-in sheet will be handed out. It is your responsibility to sign in. If you sign in for someone other than yourself and the other person is absent, both you and the absent person will receive a zero attendance grade. If you leave class after signing the sign-in sheet, you will be marked as absent unless you have spoken to me before-hand or you are having a medical problem. If you are absent and have a valid excuse, it is your duty to provide it to me in a timely fashion. You will be excused only for the eligible dates provided on the excuse. Valid excused absences can be found in the University Bulletin. You can have four (4) unexcused absences with no penalty to your participation grade. For each unexcused class you miss beyond that, you pass up 5 points of your participation grade.

LinkedIn Assignment

You will have to complete a LinkedIn profile. You are always welcome to submit your page prior to the due date; however, no late assignments will be accepted without a valid excuse.

Article Presentation

You will self-select into groups of two. The point of the presentation is to select a relatively recent (within the past year) article from a reputable source, for example, a newspaper, magazine, website covering tech news etc. The article must pertain to internet and/or mobile marketing. The day before your pair presents, you must copy/paste a link to your article to Canvas

(<https://auburn.instructure.com/courses/821231/wiki/article-links> - click on “edit this page”, then enter the date and copy and paste your article link) by 5PM CST. If you have any questions as to whether your article is appropriate, please feel free to email me.

At the beginning of each class, there will be a group that presents its article. After a brief explanation of the article, the presenters will ask a few questions (3-5) that they have prepared to stimulate class discussion. The presentation will be rated by the entire class, and your grade will be determined as the weighted average of 10 randomly selected ratings and my rating.

Group Project

You will self-select into groups of six persons. The goal of the project is to maintain a business or organization’s Facebook page (one of them will be the [AU's Marketing department Facebook page](#)). You will need to create a strategy for the topic that you have been assigned and maintain the page throughout the

semester, in accordance to the strategy you have selected. At the end of the semester, you will make a presentation to the class and turn in your PowerPoint slides.

There will be no tolerance for slackers in the group projects. If your group members feel that you are not contributing sufficiently, they will be able to fire you from the group. If you get fired, you will receive a letter grade deduction from your overall class grade and you will have to complete a project on your own.

Exams

There will be three (3) exams and one (1) final exam (*partially cumulative*). Exams will be a combination of multiple choice, true/false, fill-in the blank, short-answer, essay, and math problems. If you are ill, you must inform me by email before the exam occurs or as soon as possible. You must also obtain a verifiable, university-approved excuse *for the day of the exam* and give it to me prior to taking a makeup. If you miss an exam without providing an approved excuse, your grade for that exam will be a **zero**. Because the makeup exams are different from in-class ones, there is no guarantee that they will be of the exact same difficulty.

Additional notes

If you are having trouble with the course, please come see me as soon as your difficulties arise. Do not wait until after an exam is given, or worse, after the end of the semester.

TENTATIVE CLASS SCHEDULE

Please note that the schedule is tentative. If normal class is disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.

Date	Details	
Jan 8	Introduction Student Info Sheet DUE	
Jan 15	Tech Infrastructure & Digitization	
<i>Jan 20</i>	<i>No Class - MLK Jr. Day</i>	
Jan 22	Individualization Group Project 1 DUE	
Jan 31	Exam 1	
Feb 3	Creating Commitment Group Project 2 DUE	
Feb 10	Online Branding	
Feb 17	Web Business Models	
Feb 24	Personalization	
Mar 3	Exam 2	
<i>Mar 10-Mar 14</i>	<i>Spring Break</i>	
Mar 17	Web Analytics & Internet Marketing Research	
Mar 24	Traffic Building	
Mar 31	Pricing LinkedIn Assignment DUE	
Apr 4	Exam 3	
Apr 7	Internet Retailing	
Apr 14	Consumer Channels	
Apr 22	Group Presentations - Groups TBA	
Apr 24	Group Presentations - Groups TBA	
Apr 26	Group Presentations - Groups TBA	
Friday May 2	Final Exam	8:00AM

How to prepare for your presentation

(1) Article choice

- Choose an article from any respected and credible source of news.
- Article should be relatively current (not older than 1 year).
- If possible, try to obtain an article relating to a recent class lecture/discussion.
- Try NOT to choose articles related exclusively to apps.
- Article should relate to internet or mobile MARKETING.

(2) Visual Aids

- You must prepare a powerpoint, a prezi presentation, and/or provide handouts.
- Visual aids may not include videos that exceed a total 1:30 minutes. The point of this exercise is for you to present, not for a video to present.

(3) Organization of your presentation

- Introduce yourself.
- Introduce the article.
- Summarize main points of article.
- If you have other supporting or opposing evidence (i.e., other article, video, TV broadcast etc.), state it.
- Present one question at a time for the class to discuss. If no one volunteers to participate, you may call on anyone in the class besides the instructor.
- Make sure that you and your partner speak equally.

(4) Uploading your article link to canvas:

- Go to: <https://auburn.instructure.com/courses/821231/wiki/article-links>
- Click on “Edit this page”
- enter the date (e.g., 1/7/2014) and then copy and paste your article link.

Additional Notes:

- Be aware of your verbal crutches (ums, eerhhhs, and other support words or sounds).
- If you prepare note cards, try not to read off of them. Maximize your eye contact with the audience by scanning your eyes across the room.
- Please feel free to communicate nonverbally as well (don’t stand like a statue in front of the class).
- If you are very nervous, take slow breaths, and while you are talking, feel free to move around the room to release some of the nervous energy.
- Though you may not feel confident, try to project confidence. Remember that even though your hands may be shaking, we are too far to see that.
- Wear clothes that are comfortable, but appropriate for the situation.
- While your partner is speaking, please refrain from yawning, rolling your eyes, making faces, or looking at your notes.

Presenters' names: _____

Your name: _____

Comments:

Problems with the presentation:

Presentation was good in the following areas:

RATINGS: (N.B. – going “down the line” and checking the same rating for every single element will result in you, the rater, losing points.)

Presentation Element	Excellent	Very Good	Average	Needs improvement	Needs Major Improvement
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(1) Organization

Main points were stated clearly.					
There was an introduction, body, summary/closing.					

(2) Delivery

The visual aids were well prepared					
Variation of pitch (i.e., not monotone).					
Appropriate volume.					
Appropriate speed.					
Words are articulated clearly (correct grammar, pronunciation & word selection).					
Maintained eye contact with audience.					

(3) Appearance

Clothing was appropriate for a class presentation.					
Grooming was appropriate.					

(4) Preparation

The presenters were well-prepared.					
The presenters were knowledgeable about the topic.					
Article chosen is appropriate for this class.					
Questions prepared for class were relevant.					
Prepared to manage class discussion.					
Both presenters contributed equally.					
Presentation adhered to specified time limit (i.e., 8-10 minutes).					

Student Profile – MKTG 4500

Name:

Major/Minor:

1. Are you a member of any of the following social media sites?

Facebook LinkedIn Twitter Other (specify): _____

2. On average, how often do you log on to those social media sites per day?

3. On average, how much time do you spend on those social media sites per day?

4. What is your favorite website?

5. What is your favorite website for shopping?

6. What do you expect will benefit you the most in this course?

7. Are there any special topics you would especially like to have covered in this class?

8. Do you have any questions or issues about the course that need further clarification?

9. Are you currently working in a job(s)? If so, where and what do you do?

10. Tell me something about yourself that you think I should know.