

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

Instructor Info	Class Info
Emory Serviss Office Location: Lowder 239 Office Hours: MWF: 7:30AM-8:00AM or by appt. Email: ers0003@auburn.edu Phone: 334-844-2498	Location: Lowder 152 Hours: MWF 8:00-8:50AM

Prerequisites

- Minimum Grade of C in MKTG 3310 or MKTG 3317 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. The course will stress many of the tactics crucial for achieving a long-term competitive advantage. In addition, lectures will cover current issues concerning the topics 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	50
Group Project	150
Exams:	
Midterm 1	100
Midterm 2	100
Midterm 3	100
Final (cumulative)	150
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 class you miss beyond that, you pass up 7.5 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 upload your article or copy/paste a link to your article to Canvas by 5PM CST. If you have any questions as to whether your article is appropriate, please feel free to email me.

At the beginning/end of class on select days, there will be a group that presents its article. After a brief explanation of the article (5+/- minutes), 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 (one group will have five individuals). The goal of the project is to develop a competitive analysis on a business of your choosing. 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. Group Member Firing form is available on CANVAS. 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 (*cumulative*). Exams will be a combination of multiple choice, true/false, fill-in the blank, short-answer, and essay. 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.

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	Day	Details
Jan 8	Wed	1 – Introduction
Jan 10	Fri	Student Info Sheet DUE
Jan 13	Mon	2 – A Digital World
Jan 17	Fri	3 – Networks
Jan 20	Mon	No Class – MLK Jr. Day
Jan 24	Fri	4 – Individuals Online
Jan 27	Mon	Exam 1
Jan 29	Wed	5 – Web Business Models
Feb 3	Mon	6 – Online Branding
Feb 10	Mon	7 – Usability, Credibility, and Persuasion
Feb 17	Mon	8 – Traffic Building
Feb 21	Fri	LinkedIn Assignment DUE
Feb 24	Mon	Exam 2
Feb 26	Wed	10 – Creating Commitment
Mar 3	Mon	9 - Personalization
Mar 10-14	Mon-Fri	No Class – Spring Break
Mar 17	Mon	11 – Innovation and the Net
Mar 24	Mon	12 – Pricing
Mar 28	Fri	Exam 3
Mar 31	Mon	13 – Internet Retailing
Apr 7	Mon	14 – Consumer Channels
Apr 11	Fri	15 – B2B e-Commerce
Apr 16	Wed	16 – Online Research
Apr 21	Wed	Group Project Presentations – Groups TBA
Apr 23	Mon	Group Project Presentations – Groups TBA
Apr 25	Fri	Group Project Presentations – Groups TBA
Apr 29	Tue	Exam 4 (8:00 – 10:30 a.m.)