

Syllabus for
MKT 350 – Internet Marketing
3 Credit Hours
Spring 2013

I. COURSE DESCRIPTION

Provides students with a detailed look at the process of planning and designing tools to be used in online marketing as well as an overview of the online marketing industry.

Prerequisites: MKT 130 Principles of Marketing

II. COURSE GOALS

- A. From email marketing to traditional media advertising; search engine optimization to marketing strategy, E-Marketing explores the process of planning for, targeting and creating interactive marketing tools designed to reach the right audience with the right message at the right time. Students in this course will learn the fundamentals of copywriting, design, online behavior, & SEO through the exploration of sample online marketing campaigns.
- B. In line with the purpose of this University, this course seeks to do the following:
1. Contribute to the education of the whole person.
 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
 3. Encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
 4. Sharpen the communication, computation, and critical analysis skills of each student.
 5. Develop appreciation for differing cultures.
 6. Increase the student's recognition of god's order, diversity, and creativity and their consequences in the social and historical sciences.
 7. Demonstrate that knowledge and experience is related, not separated.
 8. Reveal god's purpose and glory as evident in this course of study.
 9. Assist the student's development of basic skills, acquiring of basic knowledge and formulation of a world vision.
 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. The purpose of the E-Marketing class is to prepare a student for an active role in the online marketing of products and services in the broad business environment including international markets. An objective of this class is to prepare the student to provide marketing expertise in the areas of product sales, planning, research, market analysis, marketing institutions, and pricing methods. Through all of the courses in marketing, it is the purpose of the program to develop an integrated person--spiritually alive, intellectually alert, and physically disciplined.
- D. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 2. Provide broad, comprehensive, foundational knowledge for the professional standards of the major
 3. Broad interpretation of the dynamics of business within the social and professional context

4. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course the student will be able to analyze and evaluate problems and issues in the following areas: Marketing, E-Marketing, and SEO. Ultimately, each student will develop an in-depth understanding of the processes and planning involved in the creation of effective online advertising and marketing campaigns.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required:

1. Stokes, Rob. *Emarketing The Essential Guide to Online Marketing*. N.p.: Orange Groove, 2009. Print. ISBN: 978-1616100988
2. Martin, Chuck. *The Third Screen*. Boston: Nicholas Brealey Pub., 2011. Print. ISBN: 978-1857885644
3. Todaro, Miguel. *Internet Marketing Methods Revealed*. Ocala, FL: Atlantic Pub., 2007. Print. ISBN: 978-1601382658

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. **Attendance at each class or laboratory is mandatory at Oral Roberts University. A total of three (3) absences are permitted for a 3-hour undergrad course. The professor has the right to reduce the class participation grade by a full rubric for each additional absence. Excessive absences can reduce a student's grade or deny credit for the course.**
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. **Late Work:** The ORU catalog (p. 25) states that the "*privilege* of making up assignments are between faculty and student." Thus, in this class, an assignment submitted late will eliminate the option of the student re-submitting the work for a higher grade. Furthermore, such assignments more than two weeks late will not be accepted and a zero will be given. Tardy assignments due to administrative excuses and verifiable serious illness will not receive late penalties.
4. **Honesty:** Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;

- d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
- 5. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, video, multimedia, or computer software. By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means.
- 6. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
- 7. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

- 1. Evaluation Procedures
 - a. Grading System [*See following page*]

See Attached Rubric

[Next Page]

INTERNET MARKETING RUBRICS

<i>SPRING 2013</i>	Exemplary	Competent	Acceptable	Not Acceptable	No Effort	Weight of Overall Grade:
CRITERIA	4	3	2	1	0	
Create a Blog				Little Evidence, Missing Work, Flawed, Late		8%
Written Blog Entry				Little Evidence, Missing Work, Flawed, Late		4%
Website Assignment				Little Evidence, Missing Work, Flawed, Late		8%
Super Bowl Assignment				Little Evidence, Missing Work, Flawed, Late		6%
"Creating A Story" Handout				Little Evidence, Missing Work, Flawed, Late		4%
Story Blog Assignment				Little Evidence, Missing Work, Flawed, Late		5%
Textbook Team Presentation				Little Evidence, Missing Work, Flawed, Late		15%
Class Participation <i>(including attendance, quizzes, and tweets)</i>	Exemplary class participation attendance, & quiz scores	Competent class participation attendance, & quiz scores	Acceptable class participation attendance, & quiz scores	Little evidence of participation, excessive absences or tardiness		10%
Midterm Exam	93-100	84-92	70-83	60-69	Below 60	10%
Final Exam	93-100	84-92	70-83	60-69	Below 60	10%
Final Ad Campaign	Exemplary Presentation	Competent Presentation	Acceptable Presentations; Typos; Run out of Time	Little Evidence of Effort, Missing Work, Flawed, Late		20%

Total: 100%

b. Grading Scale *According to Rubric* (next page)

90%+	=	A
75% - 89%	=	B
50% - 74%	=	C
40% - 49%	=	D
Below 40%	=	F

2. Other information

Professor's contact details:

Dr. Steve Greene

GC 3F22

Email: sgreene@oru.edu

Twitter: @drstevegreene

C. Whole Person Assessment Requirements - None

VI. COURSE CALENDAR

<u>Week of</u>	<u>Topic</u>	<u>Chapter</u>
-	Course Introduction	
1	Introduction to Integrated Marketing Communications	1
	The role of IMC in the Marketing Process	2
2	Organizing for Advertising & Promotion: The Role of Ad Agencies & other Marketing Communication Organizations.	3
	Perspectives on Online Behavior	4
3	The Communication Process	5
	Source, message, and Channel Factors	6
4	Establishing Objectives and Budgeting for the Promotional Program	7
	Creative Strategy: Planning & Development	8
5	Creative Strategy: Planning & Development	8
	Creative Strategy: Implementation & Evaluation	9
6	Media Planning and Strategy	10
7	Search Engine Optimization	11
	Search Engine Optimization	12
8	Evaluation of Electronic Media	12
	Support media	13
9	Direct Marketing	14
	The Internet & Interactive media	15
10	Spring Break	
11	Sales Promotion	16
12	Google Analytics	17
	Google Analytics	18
13	Measuring the Effectiveness of the online marketing Program	19
14	International E-Marketing	20
15	Regulation of Advertising & Promotion	21
	Evaluating the Social, Ethical, and Economic Aspects of Advertising & Promotion	22

Course Inventory for ORU's Student Learning Outcomes

Internet Marketing MKT 350 Spring 2013

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	x			
2B	Information literacy	x			
2C	Global & historical perspectives		x		
2D	Aesthetic appreciation				x
2E	Intellectual creativity	x			
3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				x
3B	Physically disciplined lifestyle				x
4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		x		
4B	Interpersonal skills			x	
4C	Appreciation of cultural & linguistic differences				x
4D	Responsible citizenship			x	
4E	Leadership capacity		x		