

Syllabus for
MKT 350 – Internet Marketing
3 Credit Hours
Spring 2017

I. COURSE DESCRIPTION

Internet Marketing provides students with a detailed look at the process of marketing planning and implementation from an internet marketing perspective. Students will learn theory as well as practitioner tools to be used in online marketing campaigns. Content will also contain 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, Internet 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 their lives.
 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 students' recognition of God's order, diversity, and creativity and their consequences in the social and historical sciences.
 7. Demonstrate that knowledge and experience are related, not separated.
 8. Assist the students' development of basic skills, acquiring of basic knowledge, and formulation of a world vision.
 9. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. In line with the purpose of the marketing program, this course is designed to prepare a student for an active role in marketing industry. An objective of this program is to combine the broad foundation of business administration with marketing skills and decision-making experience so that the student has the potential for maximum personal achievement and maximum benefit to their future employers. Through all of the courses in marketing, it is the purpose of the program to develop an integrated person--spiritually alive, intellectually alert, physically disciplined, socially adept and professionally competent.
- 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. Communication (abilities in areas such as written, oral, and nonverbal communication; group process; information technology and/or media production)
3. Broad, comprehensive, foundational knowledge for the professional standards of the major
4. Broad interpretation of the dynamics of business within the social and professional context
5. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

Upon successful completion of Internet Marketing, the student will be able to do the following:

1. Describe internet marketing as a critical component of the new marketing mix.
2. Understand the essential components of Internet marketing, including websites, SEO, social media, PPC advertising, email marketing and more.
3. 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

A. Required Material

Textbook

Digital Marketing Essentials. Stukent. ISBN: 978-0-692-22688-9

B. Other Materials

1. Selected Readings: Each student is responsible for locating and reading assigned articles and cases.
2. Tulsa City County Library Card
3. Various text taking materials (Scantron, Blue Blook, etc.)

V. POLICIES AND PROCEDURES

A. **University Policies and Procedures**

1. *Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences may 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 fee.
3. Students and faculty at Oral Roberts University 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 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.

4. 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.
5. 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 an 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. Attendance Policy & Late Assignments

Attendance is required within the College of Business at Oral Roberts University.

2. Excused Absences

a. Administrative Excuse

- i. Communicate with the professor prior to the event causing a class absence. If at all possible, present administrative excuse form before the day(s) to be missed.
- ii. It is the student’s responsibility to secure any hand-outs issued during the absence.
- iii. Homework due will be due on or before missed class. You will need to make arrangements. Work turned in late will be considered late.

3. Unexcused Absences

a. Attendance Policy

- i. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from

the job without penalty. Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.

ii. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

*Based on a 15 week semester and the number of days per week the class meets.

iii. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.

iv. The professor has the prerogative to assign bonus points (if any) for perfect attendance.

b. Missed Exams

- i. Should a student miss an exam on the day of the test and not have proper documentation for missing, it will up to the discretion of the professor to allow the test to be taken.
- ii. If student be permitted to take the exam, a late fee will be imposed with a 15% reduction in points.

c. Quizzes, Homework and In-Class Assignments

- i. No make-up for in-class assignments or quizzes will be permitted with an unexcused absence or tardy
- ii. Homework will be accepted but with a 10% reduction in points for each day submitted late.

c. Partial Attendance

- i. Should the student leave prior to the end of the class and not return, it will count as an unexcused absence.
- ii. An unexcused early leave will result in no allowance of make-up in-class assignments, quizzes, or other classroom activities.
- iii. Appearing out of dress code and needing to rectify the situation by leaving class can result in an unexcused absence.

Note: Excessive unexcused absences may result in a loss of points.

4. Tardies

- a. Unless approved by proper documentation, tardies are not excused.
- b. **Quizzes**
 - i. If a student arrives to class after the time of the distribution of the quiz, the student will not be allotted any additional time to compensate for his or her tardiness.

- ii. If a student arrives to class after the quiz has been completed, the student may take quiz but will result in a deduction of 20%.

c. **Final Project**

- i. Project is due at the beginning of class.
- ii. Failure to submit homework when collected will result in a late submission penalty. Late submission penalties are as follows: a) submitted same class period but after collected, 10% loss, b) submitted same day, 10% loss, c) submitted the next day, 20% loss; d) submitted more than 2 days late, 50% loss; after 2 days late homework may not be accepted (at the instructor's discretion).

Note: Excessive tardiness may lead to a loss of points

5. Exams

Exams consist of questions over the text, handouts, and class lectures. Exams are cumulative. Any disputes regarding exam questions or grades must be submitted in writing. Students should indicate the accepted response, his or her response, and justification for the accuracy of his or her response.

6. Evaluation Procedures

a. **Point Distribution** (Total of 500 Points)

Quizzes, Projects & Participation - 200 Points

Exams - 200 Points

Internet Marketing Plan - 100 Points

b. **Grading Scale**

450 – 500 points => A

400 – 449 points => B

350 – 399 points => C

300 – 349 points => D

Below 300 points => F

c. Grading

Grading for the marketing plan, presentations, and assignments will be based upon the quality of the written analysis and individual contribution to the project. Team members will be required to complete a confidential, critique of each team member's performance. The peer evaluation score for an individual will reflect averaged responses from team members. Final project scores (plan, presentation, assignments) assigned to teams may also be individually revised, based upon the critiques. This is to encourage teams to work on a professional level and to participate equally in the development of the project. The final project grade for an individual will be the team score with any adjustments from peer and instructor review of an individual's performance.

7. Professor's Contact Details:

Steven Rydin

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8. Whole Person Assessment Requirements: None.

VI. COURSE CALENDAR

Week	Topic	Project	
1	Introduction to IM		
2	Web / Website		
3	Search Engines		
4	Promotion		Quiz 1
5	Database / CRM	Website Project 1	
6	Social Media		
7	Ecommerce		Quiz 2
8	Mobile	Website Project 2	
9	Strategy / Analytics		Quiz 3
10	Midterm Exam		
11	Agency Marketing	CRM Plan	
12	Case Study: Ecommerce		Quiz 4
13	Case Study: Brick & Mortar		
14	International Internet Marketing	Final Project	
15	Presentations		
16	Final Exam		

Course Inventory for ORU's Student Learning Outcomes
Internet Marketing, MKT 350
Spring 2017

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

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

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

Minimal Contribution – Address 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 and 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	Analytical problem solving		X		
2C	Global and historical perspectives			X	
2D	Aesthetic appreciation			X	
2E	Intellectual creativity		X		
2F	Information literacy		X		
3	Outcome #3 – PHYSICALLY DISCIPLINED				
	<i>Proficiencies/Capacities</i>				
3A	Healthy lifestyle				X
3B	Physically active lifestyle				X
3C	Properly balanced nutrition plan				X
4	Outcome #4 – SOCIALLY ADEPT				
	<i>Proficiencies/Capacities</i>				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural and linguistic differences			X	
4D	Responsible citizenship			X	
4E	Leadership capacity		X		