

MKT 573: Internet Marketing Spring, 2015

Instructor: Alma Mintu-Wimsatt
Email: Alma.Wimsatt@tamuc.edu
Office: BA 327
Office Hours: Teleconference M-F 9:00-1:00 p.m. OR by appointment in Commerce
Phone: (214) 534-1494 - cell

Instructor Background - Dr. Alma Mintu-Wimsatt, Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992. Since joining TAMU-C, Dr. Mintu-Wimsatt has been recognized both in research and teaching. Of her accomplishments, Dr. Mintu is most proud of her Texas A & M Spring (2012, 2011) and Fall Teaching Excellence Awards (2011, 2010, 2009), Paul W. Barrus Distinguished Faculty Award for Teaching and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity. Dr. Mintu was also named in the 2004 Texas Monthly's Guide to Texas Colleges & Universities as one of the best instructors to take at TAMU-C.

SYLLABUS

Welcome to Internet Marketing! This course hopes to keep our MBA students in the cutting edge of today's marketing practices. This class will explore the opportunities and challenges presented by the Internet on marketing.

Student Conduct:

Texas A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Academic Honesty Policy:

All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C's Academic Honesty Policy. The AHP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. Students are required to return the completed AHP as an email attachment during the first week of class.

Course Overview/Description:

The Internet Marketing course focuses on the nature of the Internet and its impact on the elements of marketing. This is, perhaps, currently one of the most exciting and dynamic areas in business.

The course has the following primary objectives. These include:

1. To understand the basic principles of Internet Marketing within the context of the marketing mix.
2. To understand the legal issues relating to Internet Marketing.
3. To understand the current dynamics in the business environment and how it impacts the practice of Internet Marketing.
4. To expose students to various companies, websites and their e-business models.

This class will primarily rely on CURRENT popular press publications. Students will need to use several search engines for discussion/case/exercise purposes.

IMPORTANT: For this MKT 573 course, you will find that the schedule has established. Students are expected to keep up with the course's requirements and pace. Strict attendance will be observed. All deadlines are absolute and no extra credit is awarded. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu ASAP for additional questions you may have.

Please read and review this syllabus carefully. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.* If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F."

Textbook and Other Resource Materials:

There is NO required textbook for MKT 573. Instead, we will use a variety of external sources. This will mean that students would have to conduct extensive research - particularly in the mainstream business literature. A Reading List has been provided in the next section (under Reading Materials). All these articles are available using TAMU-C library's electronic databases. It is the student's responsibility to conduct the necessary search for the citations provided. If you are unfamiliar with how to use the library's databases to search for articles, contact Dr. Mintu so you can be emailed guidelines on searching for journal articles using TAMUC's databases.

Business magazines such as Forbes, Marketing News and Bloomberg Businessweek will also prove to be very beneficial. The library will have these magazines as well. Specifically for Bloomberg Businessweek (formerly known as Business Week) and Forbes articles, if you are searching using their website - Businessweek.com & Forbes.com, note that dates/title may vary from the hard copy reference provided in your syllabus. However, if you use the library's electronic database - then the provided citation should be accurate.

Marketing News and Marketing Management, published by the American Marketing Association, are journals that you can access using the library's database. If you do not access these journals using the library, membership will be required by AMA. By utilizing the library's databases, you will NOT have to pay to get a copy of articles referenced in your syllabus.

For more information on utilizing TAMUC's library's resources, contact:

Sarah H. Northam
Research & Instruction
TAMU-Commerce Libraries
Sarah.Northam@tamuc.edu
(903) 886-5714

Reading Materials:

These articles can be accessed using the library's electronic databases except for a couple of articles that Dr. Mintu has uploaded in Doc Sharing.

Introduction

Porter, M. (2001), "Strategy and the Internet," Harvard Business Review, March, 2001, p.63-eoa [end-of-article].

Rohm, A & F. Sultan (2004), "The Evolution of E-Business," Marketing Management, Jan.-Feb., p. 32-eoa.

Mullaney, T. (2004), "E-Biz Strikes Again," Bloomberg Businessweek, May, 10, p. 80-eoa.

Internet Marketing

"How Companies are Marketing Online: A McKinsey Global Survey," The McKinsey Quarterly, July, 2007 (to be emailed to class).

Eisingerich, A. & K. Tobias (2008), "In E-Commerce, More is More," Harvard Business Review, March, p. 20-eoa.

Reichheld, F. & P. Schefter (2000), "E-loyalty," Harvard Business Review, July-August, p. 105-eoa.

Product

"Beyond .Com: The Internet's New Frontier," Marketing News, December, 2013, p. 18-eoa (to be emailed to class - issue not in library).

Birkner, C. (2012), "Master of Your Domain," Marketing News, Feb. 29, p. 20-eoa.

Chiahouris, L. & B. Wansley (2000), "Branding on the Internet," Marketing Management, Summer, p. 35-eoa.

Brustein, J. (2014), "All You Need to Know About Net Neutrality," Bloomberg Businessweek, Oct. 20-26, 2014, p. 28-eoa.

Place

Johnson, T. & D. Griffith (2002), "5 Steps to Online Success," Marketing Management, Sept.-Oct., p. 34-eoa.

Vance, A. (2013), "The Man Who Ate the Internet," Bloomberg Businessweek, May 13-19, p. 58-eoa.

Weber, J. & A. Palmer (2005), "How the Net is Remaking the Mall," Bloomberg Businessweek, May 9, p. 60-eoa.

Promotions

Korosec, K. (2012), "Content Creation," Marketing News, Feb. 29, p. 8-eoa.

Weise, K. (2011), "Spam Works," Bloomberg Businessweek, Dec. 12-18, p. 78-eoa.

McGregor, J. (2004), "It's a Blog World After All," Fast Company, April, p. 84-eoa.

Price

Sinha, I. (2000), "Cost Transparency," Harvard Business Review, March-April, p. 43-eoa.

Baker, W. M. Marn & C. Zawada (2001), "Price Smarter on the Net," Harvard Business Review, February, p. 122-eoa.

Social Media

Constantinides, E & S. Fountain (2008), "Web 2.0: Conceptual Foundations & Marketing Issues," Journal of Direct, Data & Digital Marketing Practice," Vol 9 (3), p. 231-eoa.

Moorman, C. (2011), "Integrating Social Media," Marketing Management, Winter, p.16-eoa.

Vance, A. (2012), "The Making of 1 Billion," Bloomberg Businessweek, Oct. 8, p. 64-eoa.

Ramnarayan, S. (2012), "Why Social Media is Not Free," Marketing Management, Summer, p. 19-eoa.

"Hashtags and Infographics and Videos! Oh My!" Marketing Insights (to be emailed to class)

COURSE SCHEDULE:

The following schedule has been provided for your convenience.

Week	Dates	Topics/Due Dates
Week #1	Jan. 22	<p>Introduction -</p> <ul style="list-style-type: none"> • Historical perspective • Impact of the Internet on marketing <p>E- Commerce and the Internet -</p> <ul style="list-style-type: none"> • Dot.com boom • What caused the bust? • Role of the Internet during the recession • What the web didn't deliver <p>Discussion Forum:</p> <p>Topic (1) Introduce yourself;</p> <p>Topic (2) Questions on course requirements;</p>
Week #2	Jan. 29	<p>Internet Marketing and B2C - The CUSTOMER</p> <ul style="list-style-type: none"> • Business-to-consumer model (B2C) • Target marketing • Who is your online customer? • CRM - Customer Relationship Management <p>Discussion Forum:</p> <p>Topic (1) What the Web Didn't Deliver (Bloomberg Businessweek, June 24-30, 2013, p. 10-eoa [end-of-article])</p>
Week #3	Feb. 5	<p>Case #1: "It's Pinterest - For Dudes" (Bloomberg Businessweek, April 29-May 5, 2013, p. 63-eoa)</p> <p>Case #1 due on Feb. 5th</p> <p>Discussion Forum:</p> <p>Topic (1) Case #1 & some discussion of the Superbowl</p>

		<p>Commercials</p> <p>Topic (2) Reading materials on “Introduction” and “Internet Marketing”</p>
Week #4	Feb. 12	<p>PRODUCT</p> <ul style="list-style-type: none"> • Brand & trademark management • Adding value to your product • Legal issues - privacy, branding, Net Neutrality <p>Discussion Forum:</p> <p>Topic (1) Protecting Your Brand as the Internet Expands (Marketing News, Nov., 2013, p. 30-40; Article emailed to the class - issue not in library)</p>
Week #5	Feb. 19	<p>Case #2: "A 'Revolutionary' Rebrand" (Marketing News, May, 2013, p. 8-10).</p> <p>Case #2 due on Feb. 19th</p> <p>Discussion Forum:</p> <p>Topic (1) Case #2</p> <p>Topic (2) Reading materials on “Product”</p> <p>Topic (3) Discuss guidelines for the Midterm</p>
MIDTERM	Feb. 26	<p>MIDTERM - Materials covering the readings & discussion articles from Weeks #1-#5</p>
Week #6	Mar. 5	<p>PLACE</p> <ul style="list-style-type: none"> • Getting the product to the consumer • E-tailing vs. bricks-and-mortars • Where are all the salespeople? • Customer experience <p>Case #3: "Transaction Denied" (Bloomberg Businessweek, April 7, 2014, p. 90-100)</p> <p>Case #3 due Mar. 5th</p> <p>Discussion Forum:</p>

		Topic (1) Case #3 Topic (2) Reading materials on “Place”
Week #7	Mar. 12	Tentatively scheduled as ‘no class’ day unless otherwise notified 2 weeks prior to 3/12 – Dr. Mintu will be out of the country
Springbreak	Mar. 19	Enjoy your break - No discussion
Week #8	Mar. 26	PROMOTIONS <ul style="list-style-type: none"> • It's all about communications • Creating buzzing websites • Spams & blogs • Web ad privacy Discussion Forum: Topic (1) Relevant, Real-Time and Ready to Act (Marketing News, April, 2013, p. 14-eoa)
Week #9	April 2	Case #4: "Deal With It" (Fast Company, May, 2013, p. 92-eoa) Case #4 due by April 2nd Discussion Forum: Topic (1) Case #4 Topic (2) Reading materials on “Promotions”
Week #10	April 9	PRICE <ul style="list-style-type: none"> • Are Internet prices cheaper? • Pay-for-clicks • Auction houses • Taxation Case #5: "It's Time to Start Taxing E-Commerce" (Bloomberg Businessweek, April 29-May 5, 2013, p. 8-eoa) Case #5 on April 9th Discussion Forum: Topic (1) Case #5

Week #11	April 15	<p>Discussion Article - Cost Transparency (Harvard Business Review, March-April, 2000, p. 43-eoa)</p> <p>Discussion Forum:</p> <p>Topic (1) Cost Transparency</p> <p>Topic (2) Reading materials on “Price”</p>
Week #12	April 22	<p>SPECIAL TOPICS: Internet Marketing & Social Media</p> <ul style="list-style-type: none"> • How important is social media? <p>Case #6: "Snapchat and the Right to be Forgotten" (Bloomberg Businessweek, February 11, 2013, p. 42-eoa)</p> <p>Case #6 due on April 22nd</p> <p>Discussion Forum:</p> <p>Topic (1) Case #6</p>
Week #13	April 29	<p>Discussion Article - Integrating Social Media (Marketing Management, Winter, 2011, p. 16-eoa)</p> <p>Discussion Forum:</p> <p>Topic (1) Integrating Social Media</p> <p>Topic (2) Reading materials on “Social Media”</p> <p>Topic (3) Discuss guidelines for the Final Exam</p>
FINAL	May 7	<p>FINAL - Materials covering the readings & discussion articles from Weeks #6-#13</p>

Course Participation & Attendance:

The “success” of this class is highly dependent on the interaction generated by students. Internet Marketing is a very interesting and challenging subject. Students’ comments and ideas regarding specific topical areas are encouraged. Most importantly, students’ participation on the assigned readings, articles and cases will be heavily weighted.

However, “participation” does not mean “*how much time you spend talking in class.*” It means *substantive* participation in the class as a whole – discussing relevant readings and interacting with other students. As an inducement to participate, 100 points will be assigned for

participation. Obviously, an absent student will be unable to participate and therefore, will be penalized.

Grading rubric: 100 points

Disengaged	Acceptable	Commendable	Completely engaged
Student attends all classes	Student attends all classes with minimal input into the discussion	Student attends all classes & Demonstrates some discussion interest, preparedness & engagement	Student attends all classes, demonstrates high level of preparation, provides substantive contributions & consistently engaged <i>throughout</i> the semester
< 50 points	51-75 points	76-89 points	90-100 points

Case Studies:

In order to insure that students are able to effectively apply the discussion to real-world scenarios, six (6) case assignments are required. Each assignment is worth 20 points. The details are as follows:

For each assigned case, questions will be provided for students to analyze and submit the week prior to the due date. This will ensure that students proceed in analyzing each case within the context of previous class discussions and is able to tie-in the concepts in keeping with the grading rubric presented below.

Each student will be required to submit a 1-page (page restriction will be strictly observed) single-spaced type-written case analysis (TEXT only, not including references or title page). References should be included in a separate page, if utilized. To guide you in your case analysis, be sure to read the appropriate lecture notes and/or readings (see Reading Materials). The discussion questions (for posting purposes) will also help you frame your analysis. **Cases are due at the start of class on the due date designated in your Course Schedule. No late submissions allowed. Students have to be in attendance in order to receive case credit.** Therefore, no emailed case submissions will be accepted. Dr. Mintu will typically have your cases by the following class day.

Cases will be evaluated base on the following:

- (1) Use of research facts to validate your recommendations/suggestions - 10 points
- (2) Integration of previous and/or current lectures' concepts into the analysis. - 10 points

Grading Rubric: 20 points

Criteria:	Needs improvement	Proficient	Exemplary
Use of existing case facts	Student did not effectively use case information in the analysis. 0-3 points	Student identified & utilized some case information in the analysis. 4-6 points	Student identified & effectively utilized relevant case information in the analysis. 7-10 points
Integration of relevant concepts	Student did not demonstrate the ability to integrate current/ previous concepts & readings in the analysis. 0-3 points	Student utilized readings & related some concepts currently/previously discussed in the class. 4-6 points	Student utilized readings & effectively integrated concepts currently/ previously discussed in class. 7-10 points

IMPORTANT CASE SUBMISSION RULES:

- 1) Be sure to follow the one-page restriction. Text written after the 1st page will not be read nor graded. This will result in significant point penalty.
- 2) All cases will be submitted at the start of class. No submission via email will be accepted. No late submission allowed.
- 3) To receive case credit, a student has to be in attendance.
- 4) Format - The Question and Answer (Q & A) format is preferred by Dr. Mintu. This will ensure that she does not overlook any of your responses.
- 5) Using additional references is allowed but not required. If using references, make sure it is properly cited APA style. A second page is allowed for your bibliographic references only.

Exams:

There will be two exams in this class: Midterm and Final. Please note that the Final exam is NOT a comprehensive exam. Each exam is worth 50 points. The time limit for each exam is TWO HOURS.

The exams will cover all lecture notes, reading materials, discussion and cases. Sample questions and exam guidelines will be provided the week before the exam.

The exam will be comprised of two parts:

10 items - True/False (but you need to justify your "false" answers) (20 points)
4 essay questions (30 points)

Grading Scheme:

Two exams	100 points
6 Cases	120
Discussion	100
TOTAL	320 points

The assignment of letter grades will follow TAMU-C's policy unless a "curve" is imposed by Dr. Mintu (in previous semesters, there has been NO curving of grades for MKT 573). That is, 90% is the cut-off for an A, 80% for a B; 70% for a C, etc. No extra credit is available for MKT 573.

Student Guidelines:

Here are some Student Guidelines for the class:

- Do not dominate any discussion.
- Do not use offensive language.
- Share relevant information and/or tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion.
- Be aware of the University's Academic Honesty and Student Conduct Policies.
- Do not hesitate to ask for feedback

What to Expect From Dr. Mintu:

Some of you will enjoy the class (especially if you like a more practical approach) and some of you won't. Regardless, be cognizant of the fact that I am stickler for schedules and deadlines.

- 1) All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail or face-to-face. In case of emergency, call her on the number indicated in the syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. Therefore, each student should always check his/her e-mail account regularly. Dr. Mintu will attempt to respond to your e-mails within 24 hours, EXCEPT during the weekends.
- 2) Occasionally, current events may occur that have great relevance to marketing. E-mails may be sent to the class with additional questions for discussion.
- 3) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her feedback (i.e., grades/comments) by the next class period.

- 4) Always check your syllabus for the weekly schedule and deadlines. When in doubt – ask Dr. Mintu.
- 5) If you are late – you might as well be absent!
- 6) I like to get to know my students fairly well. It is my intent to keep the line of communication quite “open” – to some extent.
- 7) MOST IMPORTANT – Anyone caught cheating will be subject to University Policy.

Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library- Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu