

Class Syllabus

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- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for this class communication. This is also the best way to reach me.

MKT 573

Summer II, 2015

Please note that MKT 573 schedule will be based on Central or TX Time (CT). We will be using CT as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone.

Prof. Pei reserves the right to administratively drop any student who does not log into the class web site for two consecutive days after the course officially starts (7/13/2015). Given the nature of Summer II, students are expected to be timely and responsive. *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.*

Time Zone Used

Prof. Pei urges registered online students to familiarize themselves with eCollege by going through the student tutorial process (i.e., see your Homepage). This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT Prof. Pei's responsibility to teach students on how eCollege works. Prof. Pei assumes that each student has a working knowledge of eCollege and has access to their e-mail address.

General Policies for Prof. Pei's Web-Based MKT 573

For students who encounter technical problems, please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The

Help Desk can be reached by sending an email to helpdesk@online.tamuc.org or by calling 866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

Academic Honesty Policy

All students are required to read, sign (electronically - by typing your name) and date TAMU-C's Academic Honesty Policy. Be sure to upload the signed copy to your "drop box." The AHP will be e-mailed to you by Prof. Pei during the first day of class (7/13/2015).

Alternatively, a copy has also been uploaded in Doc Sharing. It has to be returned during the first week of class. Names of those who fail to submit the AHP will be forwarded to the Dean's Office for further action.

Course Overview/Description

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.

This 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.

There seems to be a **STRONG** belief among many students that web-based classes are easier than traditional face-to-face classes. This is not true at all!!!

For this MKT 573 course, you will find that the schedule we will follow is quite rigorous; a degree of structure has been established; students are expected to keep up with the course's requirements; and, the exam is very challenging.

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 me or use the Virtual Office for additional questions you may have.

Textbook and other Resource Materials

Given the dynamic nature of the Internet, it would be counter-intuitive to require a textbook (i.e., issues regarding timeliness/currency of published textbooks). Therefore, NO textbook will be required for MKT 573. However, this will mean that students would have to conduct extensive research. 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, review the "Looking for journal articles" guide uploaded in Doc Sharing.

Business magazines such as Fast Company, 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 Fast Company articles, if you are searching using their website - Businessweek.com & Fastcompany.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.

I have included the library link in your eCollege tab for easy access. If you encounter library-related issues (especially for students residing abroad or will be accessing the library database from abroad), please 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 I have uploaded in Doc Sharing.

Introduction:

"Strategy and the Internet," Harvard Business Review, March, 2001, p.63.

"The Evolution of E-Business," Marketing Management, Jan.-Feb., 2004, p. 32.

"E-Biz Strikes Again," Bloomberg Businessweek, May, 10, 2004, p. 80.

Internet Marketing:

"How Companies are Marketing Online: A McKinsey Global Survey,"
The McKinsey Quarterly, July, 2007 (Uploaded in Doc Sharing).

"In E-Commerce, More is More," Harvard Business Review, March,
2008, p. 20.

"E-loyalty," Harvard Business Review, July-August, 2000, p. 105.

Product:

"Beyond .Com: The Internet's New Frontier," Marketing News,
December, 2013, p. 18.

"Master of Your Domain," Marketing News, Feb. 29, 2012, p. 20.

"Branding on the Internet," Marketing Management, Summer, 2000, p. 35.

Place:

"5 Steps to Online Success," Marketing Management, Sept.-Oct., 2002, p.
34.

"The Man Who Ate the Internet," Bloomberg Businessweek, May 13-19,
2013, p. 58.

Promotions:

"Content Creation," Marketing News, Feb. 29, 2012, p. 8.

"Spam Works," Bloomberg Businessweek, Dec. 12-18, 2011, p. 78.

"It's a Blog World After All," Fast Company, April, 2004, p. 84.

Price:

"Cost Transparency," Harvard Business Review, March-April, 2000, p.
43.

"Price Smarter on the Net," Harvard Business Review, February, 2001, p.
122.

Social Media:

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

"Integrating Social Media," Marketing Management, Winter, 2011, p.16.

"The Making of 1 Billion," Bloomberg Businessweek, Oct. 8, 2012, p. 64.

"Why Social Media is Not Free," Marketing Management, Summer, 2012, p. 19.

"Hashtags and Infographics and Videos! Oh My!" Marketing Insights (Uploaded in Doc Sharing)

Course Schedule The following schedule has been provided for your convenience.

Week	Dates	Topics/Chapters/Due Dates
Unit #1	July 13-14	Introduction - <ul style="list-style-type: none">• Historical perspective• Impact of the Internet on marketing E- Commerce and the Internet - <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 Discussion: <ul style="list-style-type: none">• Introduce yourself;• Questions on course requirements;• What the Web Didn't Deliver (Bloomberg Businessweek, June 24-3 2013, p. 10) Discussion will close by 11:59 p.m. CT on
Unit # 2	July 15-17	Internet Marketing and B2C - The CUSTOMER

		<ul style="list-style-type: none"> • Business-to-consumer model (B2C) • Target marketing • Who is your online customer? • CRM - Customer Relationship Management <p>Case #1: "It's Pinterest - For Dudes" (Bloomberg Businessweek, April 29-May 5, 2013, p. 63)</p> <p>Case #1 due by noon CT on July 16</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Minding your Online Business: A McKinsey Global Survey (article uploaded in Doc Sharing) <p>Article & case discussions will close by noon CT on July 17</p>
Unit #3	July 18, July 21, July 22	<p>PRODUCT</p> <ul style="list-style-type: none"> • Brand & trademark management • Adding value to your product • Legal issues - privacy, branding, Net Neutrality <p>Case #2: "A 'Revolutionary' Rebrand" (Marketing News, May, 2013, p. 8).</p> <p>Case #2 due by noon CT on July 21</p> <p>Discussion</p> <ul style="list-style-type: none"> • Protecting Your Brand as the Internet Expands (Marketing News, Nov., 2013, p. 30) <p>Article & case discussions will close by noon CT on July 22</p>
Unit #4	July 23, July 24, July 27	<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</p>

		<p>Businessweek, April 7, 2014, p. 90)</p> <p>Case #3 due by noon CT on July 24</p> <p>Discussion</p> <ul style="list-style-type: none"> • iTunes: The Overstuffed Adolescent (Bloomberg Businessweek, April 29-May 5, 2013, p. 33) <p>Article & case discussions will close by noon CT on July 27</p>
Unit #5	July 28-30	<p>PROMOTIONS</p> <ul style="list-style-type: none"> • It's all about communications • Creating buzzing websites • Spams & blogs • Web ad privacy <p>Case #4: "Deal With It" (Fast Company, May, 2013, p. 92)</p> <p>Case #4 due by noon CT on July 30</p>
Unit # 6	July 31, August 3, August 4	<p>PRICE</p> <ul style="list-style-type: none"> • Are Internet prices cheaper? • Pay-for-clicks • Auction houses • Taxation <p>Case #5: "It's Time to Start Taxing E-Commerce" (Bloomberg Businessweek, April 29-May 5, 2013, p. 8)</p> <p>Case #5 due by noon CT on August 3</p>

		<p>Discussion</p> <ul style="list-style-type: none"> "Cost Transparency" (Harvard Business Review, March-April, 2000, p. 43) <p>Article & case discussions will close by noon CT on August 4</p>
Unit #7	August 5-8	<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)</p> <p>Case #6 due by noon CT on August 7</p> <p>Discussion</p> <ul style="list-style-type: none"> "Integrating Social Media" (Marketing Management, Winter, 2011, p. 16) <p>Article & case discussions will close by noon CT on August 8</p>
Comprehensive Final Exam	August 9-12	<p>Comprehensive Exam</p> <p>Due Date: August 12 by noon CT</p>

**Schedule Details -
When to Access**

Please note that access to eCollege for Summer II will start July 13. This is a default setting beyond the control of Prof. Pei. Summer II eCollege access will end on August 13.

Lecture Notes - All lecture notes for the entire Summer 1 term be open for access and review during the first day of class – July 13. This will give you ample time to look at the discussion questions, conduct the necessary research, and raise questions for clarification purposes.

Discussion Threads - Discussions will be open for review and posting for three days except for Unit #1. Starting with Unit #2, all discussions will end by noon CT on the 3rd day of the cycle. However, during the dates where a weekend falls within the 3-day cycle, the discussion board will remain open during the weekend [this is a function of the way eCollege is set-up]. You are welcomed to post during the weekend but this is not required. Please *carefully* note your schedule for discussion deadlines. For

Comprehensive Exam - Comprehensive Exam will be open starting August 9th and close on by noon CT on August 12th.

It is the responsibility of each student to keep track of the course schedule.

Lecture notes (indicated on a Unit) will contain the following:

- (1) Relevant notes and references for each designated topic.
- (2) Case study questions to be utilized for analysis and submission.
- (3) Questions for discussion purposes.

As noted earlier, all lecture notes can be accessed at the start of the term (July 13).

The discussion forum is intended to help students interact with each other and learn from each other's opinions. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting Internet-related topics. You will find that this will be the most beneficial aspect of this course.

Class discussions will take place throughout Summer 1. This will serve as the participation component of your grade. A total of 60 pts. is available as your discussion grade to be determined by Prof. Pei at the end of the term. There is NO MAKE-UP for missed discussion postings. Participation grade will be posted on or before you take your comprehensive exam. Note that your participation grade is weighted heavily.

Students are required to actively participate in all class discussions.

Starting with Unit #2, there will be one discussion topic. Each student is required to post AT LEAST 3 times: (1) To answer at least 3 of the discussion questions found at the end of their lecture notes, and (2) To interact/respond twice to an existing discussion thread. The quality of your postings as well as the number will be evaluated. Those who meet the MINIMUM requirement can expect to receive a grade of 40 points. Consider this minimum requirement like a sales quota. I will actively participate in these discussions and students are expected to do the same as well.

Exception: For Unit #1, there are 3 topics or bullets [per your Course Schedule]. All students are required to introduce themselves (Topic 1). The requirement of at least 3 postings will apply to Topic 3 (What the web didn't deliver).

In other words, the minimum requirement is as follows:

Posting #1 - Answer at least 3 of the discussion questions posted at the end of your lecture notes;

Posting #2 - Respond/interact to an existing thread; and

Posting #3 - Respond/interact to an existing thread.

It is important that students follow instructions regarding postings in order to enhance the 'flow' of the discussion. Otherwise, no credit will be provided for those who do not follow instructions.

Grading rubric: 60 points

Disengaged	Acceptable	Commendable	Completely engaged
Student doesn't fulfill the minimum requirement	Student fulfills the minimum requirement	Student answers more than 3 discussion question & interacts more than twice per topic per discussion cycle	Student provides substantive contributions & is actively engaged <i>throughout</i> each discussion cycle
< 40 points	40 points	41-50 points	51-60 points

All discussion deadlines are indicated in your syllabus. **It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to my topic questions but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work.**

IMPORTANT POSTING RULES:

- 1) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. I carefully read each of your postings.
- 2) Note that long-winded postings are not necessary. Shoot for quality rather than quantity.
- 3) In the past, I have encountered plagiarism among students (copying each other's postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.
- 4) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum.
- 5) No makeup is provided for missed discussion postings.
- 6) Be sure to cite references when utilized.
- 7) Discussions are on a 3-day cycle but will close by noon CT on the 3rd day. When discussions are closed - students are allowed to "READ ONLY." See your course schedule above.

Case Analysis

Just like in traditional face-to-face classes, online MKT 573 students are expected to be able to effectively communicate their ideas and opinions in class using case studies. Students will analyze 6 existing ebusinesses and/or trends. Case questions can be found under the 'Lecture' tab on the designated Unit. For example, Case Analysis Questions for submission for Case #1 can found in Unit #2's lecture tab.

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). Text written after the 1st page will not be read nor graded. References, if utilized, should be included in a separate page. To guide you in your case analysis, be sure to read the appropriate lecture notes and/or readings (see Reading Materials). Each case study is worth 20 points.

To submit your analysis, be sure to upload your work in the designated "drop box." Check the schedule for due dates - all cases are due by noon

CT of the due date. All deadlines are absolute - cases not submitted on time or not in the proper drop box will get an automatic 0/20. Case grades will be provided within 24-48 hours from the due date.

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.	Student identified & utilized some case information in the analysis.	Student identified & effectively utilized relevant case information in the analysis.
	0-3 points	4-6 points	7-10 points
Integration of relevant concepts	Student did not demonstrate the ability to integrate current/previous concepts & readings in the analysis.	Student utilized readings & related some concepts currently/previousy discussed in the class.	Student utilized readings & effectively integrated concepts currently/previousy discussed in class.
	0-3 points	4-6 points	7-10 points

IMPORTANT: All submissions have to be in Word 2010 format or earlier. Any work submitted that cannot be opened/read by your instructor will NOT be graded and awarded a zero.

Comprehensive Exam Your Comprehensive Exam is scheduled for August 9 to August 12 by noon CT. This will give me ample time to grade your exam. The exam is worth 60 points. **The time limit for the exam is TWO HOURS.**

The comprehensive exam will cover all lecture notes. Since your lecture notes are based on the Reading Materials provided, I strongly advise that you read these articles carefully. Cases and discussions will not be included. Sample questions and exam guidelines will be provided the

week before the exam.

The exam will be comprised of two parts:

10 items (20 points) - True/False (you need to justify your "false" answers)

4 essay questions (40 points) - Discuss thoroughly

Grade Components Comprehensive exam 60 points

6 Cases 120

Discussions 60 (each one costs 10 points)

TOTAL 240 points

The assignment of letter grades will follow TAMU-C's policy. That is, 90% is the cut-off for an A, 80% for a B; 70% for a C, etc.

Here are some Student Guidelines for the class:

- Do not dominate any discussion.
 - Do not use offensive language.
 - Never make fun of someone's ability to read or write.
 - Use simple English.
 - Use correct spelling and grammar.
 - Share 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.
 - Think before you click the "Send" button.
 - Do not hesitate to ask for feedback
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**NETIQUETTE:
Student Guidelines**

1) All questions and/or comments regarding the class should be directed to me as soon as possible via e-mail or at her virtual office. In case of emergency, call her on the number indicated. I REGULARLY check her e-mail – so you can expect a prompt response. Therefore, each student should always check his/her e-mail account regularly. **I will attempt to respond to your e-mails within 24 hours, EXCEPT during the weekends.**

What to Expect

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) I am very engaged in all her courses. I expect the same from my

students.

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

StudentDisabilityServices@tamuc.edu

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148