CASPER COLLEGE COURSE SYLLABUS
INET 1895-Intro to Internet Marketing-N1
Spring 2016

Lecture Hours: 0   Lab Hours: 0   Credit Hours: 3

Class Time: Online   Days: Online
Room: Online

Instructor’s Name: Ginny Garner

Instructor's Contact Information: BU #208
Office Phone: (307) 268-2600
Email: ggarner@caspercollege.edu
www.facebook.com/CreatingExperienceMakers
www.facebook.com/CasperCollege.HospitalityManagement
(I will respond to emails within 24-hours, Monday-Friday)
Office Hours: **Monday and Wednesday**: 1:00 p.m. to 2:30 p.m.
**Tuesday and Thursday**: 10:00 a.m. to 11:00 p.m.
1:45 p.m. to 2:15 p.m.
**Fridays**: By Appointment

**Course Description**: This course will teach students about the ever-changing world of marketing on the World Wide Web. The Web is the first marketing tool on earth that allows for instant networking to billions of potential customers within a personalized relationship model. As businesses all over the world transform advertising resources to take advantage of this phenomenon, Web marketing is becoming an increasingly valuable and powerful tool. Students will incorporate contemporary software platforms related to online video and social media, and apply foundational knowledge in contemporary Internet Marketing applications.

**Prerequisites**: None

**Institutional Outcomes**:
- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

**Program goals**:
- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world’s economy.
Course Goals: To provide the student with a broad introduction to e-marketing practices within organizations, and the various factors that influence consumer and business decision-making.

Course Objectives: At the end of the course students should be able to:

- Develop an understanding of the background, current state, and future potential of e-marketing
- Understand strategic planning and ways in which companies seek to achieve their objectives with e-business and e-marketing
- Explain the importance of an e-marketing plan and present the seven steps in the process
- Gain an understanding of the main differences in Internet access and usage throughout the world
- Discuss and identify ethical and legal issues that e-businesses face in marketing online
- Develop an understanding of why and how e-marketers conduct online marketing research
- Discuss and describe general statistics about the Internet population and the exchange process
- Examine and identify the areas for market segmentation
- Analyze the development of consumer and business products that capitalize on the internet’s properties
- Examine how internet technology influences pricing strategies
- Describe the major functions of a distribution channel
- Understand communication media, paid media, and earned media and select, apply, and evaluate tools
- Understand and apply the process of building a company’s relationship capital through CRM

Methodology: Three-hour course with successful completion of assignments, tests, and a capstone project.

Evaluation Criteria: This course is set-up with a possible **1,000 points for the course**. These points will be earned through:

- **Five Tests** = 500 points (100 points each)
- **Ten Module Assignments** = 400 Points (40 points/each)
- **Capstone Project** = 100 Points
  - 1,000 points/course.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

*(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)*
Tests: There will be four (5) tests throughout the course. Tests will be given on-class through Moodle and will consist of multiple choice and true/false questions. Each tests is worth 100 points.

Module Assignments: You will complete ten, Module Assignments, two for each Module. More information will be given at a later date.

Capstone Project: You will capstone the class with a project of your choice. More information will be given at a later date.

Moodle: A Moodle shell will be set-up for the class. You can access your grade download PowerPoint presentations, view assignments and class announcement via Moodle. You will complete your tests and submit all assignments via Moodle.

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Grading:

Tests: 500 Points (100 points/each)
Module Assignments 400 Points (40 points/each)
Capstone Project 100 Points
Total: 1,000 Points

- Grades will be posted in the grade book section of your Moodle account.
- Grades will not be given over the phone or to anyone other than the student without the proper documentation.
- Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

90-100= A
80-89= B
70-79= C
60-69= D
59- O= F
Required Text, Readings, and Materials:


Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is April 14, 2016. No extensions will be given or drop slip signed after this date.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.

Official Means of Communication: Casper College faculty and staff will employ the student’s assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

ADA Accommodations Policy: If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.
Class Schedule & Dates to Remember

Module One: E-Marketing in Context  (January 19th-February 14th)
- Chapter 1: Past, Present, and Future
- Chapter 2: Strategic E-Marketing and Performance Metrics
- Chapter 3: The E-Marketing Plan

Assignments and Test Due: Sunday, February 14th

Module Two: E-Marketing Environment  (February 15th-February 28th)
- Chapter 4: Global E-Markets
- Chapter 5: Connected Consumers Online

Assignments and Test Due: Sunday, February 28th

Module Three: E-Marketing Strategy  (February 29th-March 27th)
- Chapter 6: E-Marketing Research
- Chapter 7: Connected Consumers Online
- Chapter 8: Segmentation, Targeting, Differentiation, and Positioning Strategies

Assignments and Test Due: Sunday, March 27th

Module Four: E-Marketing Management  (March 28th-April 17th)
- Chapter 9: Product: The Online Offer
- Chapter 10: Price: The Online Value
- Chapter 11: The Internet for Distribution

Assignments and Test Due: Sunday, April 17th

Module Four: E-Marketing Communication  (April 18th-May 8th)
- Chapter 12: E-Marketing Communication: Owned Media
- Chapter 13: E-Marketing Communication: Paid Media
- Chapter 14: E-Marketing Communication: Earned Media

Assignments and Test Due: Sunday, May 8th
Capstone Projects Due: Tuesday, May 10th