# MKTG 470: Strategic Internet Marketing

James Madison University

Department of Marketing

Spring 2022

Zane Showker Hall 1104

MWF

9:10 to 10:00 am

10:20 to 11:10 am

**Instructor:** Dr. Janna Parker **Office:** Showker 4008

**Phone**: 568-3236 (You can call during office hours but I will not answer if someone is in the office. I also do not return calls left on voicemail). This is not the best way to contact me.

**Email**: [parke4jm@jmu.edu](mailto:parke4jm@jmu.edu) (Best way to contact me outside of office hours or class)

Office hours

Monday 1:30 to 4:30 pm

Wednesday 12:30 to 2:30 pm

**Prerequisites: COB 300, MKTG 384**

In addition to being active learners, students are expected to retain (or to review on their own) any required knowledge/skills from previous foundation courses upon enrolling in business courses.  Students are expected to review these concepts as necessary.  There is no expectation that faculty will review material from previous classes.  Students are responsible for the material covered in the prerequisite class. You are responsible for applying the content you learned in COB 300 and Integrated Marketing Communications to this course. **Students need to be especially familiar with the material on promotion, consumer decision making, segmenting, targeting, differentiation, and positioning.**

**Additionally, students are expected to incorporate writing, and presentation skills learned in previous COB and Marketing classes. As a senior-level course, it is expected that you can create projects, reports, homework assignments, and presentations that meet accepted standards of writing and communication. Significant point deductions will be made on projects, homework, and PPT slides that lack these professional elements.**

**Required Text:** I will post pdfs/PPT slides/website links on Canvas. The slides may also contain links to videos or articles. You will be responsible for all readings/videos as these are considered testable items and provided by the professor.

**Required Certification:** Hubspot SEO, HubSpot Email Marketing, and Google Analytics for Beginners will be completed during the semester. This material will appear on exams.

**Laptop Requirement:** This course focuses on the Internet and its tools. You will need to bring your laptop each day to class. You will need to use industry tools in class and evaluate websites and log into required accounts. In this course, you will have a Weebly classroom account that is free, and we will use this tool for various class exercises.

***Course Description:***

**MKTG 470 Course Overview:**  The course will focus on active student participation and learning. Students will work individually and in partner-based teams on occasion to complete the course requirements.  The instructor’s primary role will be to facilitate, discuss, and assess student learning.

**Catalog Description**:  Studies the culture and demographics of the Internet and examines online business strategies. Students will learn the hardware and software tools necessary for Internet commerce, identify appropriate target segments, develop product opportunities, pricing structures, and distribution channels over the Internet, and execute marketing strategies in computer-mediated environments. Prerequisite: [COB 300](http://www.jmu.edu/catalog/12/cd/course_C.html#COB300) or [MKTG 380](http://www.jmu.edu/catalog/12/cd/course_M.html#MKTG380) and [MKTG 384](http://www.jmu.edu/catalog/12/cd/course_M.html#MKTG384).

**Course Objectives:**

1. INTERNET MARKETING STRATEGY Recommend a variety of strategies for using the internet to market to relevant stakeholders.
2. MEASURING EFFECTIVENESS Assess the effectiveness of internet marketing strategy and tactics in achieving an organization’s business objectives.
3. TECHNOLOGY Describe and apply current technologies supporting and enabling the strategic internet marketing function.
4. GLOBAL TRENDS AND OPPORTUNITY ANALYSIS Describe major internet challenges and opportunities based on historical and current events in the global business environment.

This course is very dynamic and responsive to new developments. In addition to the four primary learning objectives, ethical and legal issues relevant to internet marketing are integrated throughout the course.

**Teaching Philosophy**

My teaching philosophy is that of learner-centered teaching, which means that all course content cannot be covered within the confines of the classroom. The professor is a facilitator and guide, but learners are expected to be prepared and responsible for their learning. ***Not all content will be covered in the class. You are expected to read all assigned material and watch posted videos. If you do not understand something, it is your responsibility to either ask in class or visit me during my office hours. Otherwise, I will assume that you understand the reading that was assigned to you.***

**Course communication**

I will be sending any necessary communication via Canvas. You may also contact me via email.

**Exams**

There will be three exams with multiple-choice, T/F, fill in the blank, matching, and short answer questions worth 100 points. The professor may also give a take-home portion. Exams will be taken online via Canvas in class so you MUST bring your laptop to class on exam day. You need to install Lockdown browser for the exam.

Makeup exams will not be given except in rare circumstances with documentation. DO NOT schedule a job interview on the posted exam days.

If a student misses an exam, then I will take your lowest exam grade and subtract 25 points as a replacement grade. Thus, if your lowest test grade is a 72, I will record a 47 for your grade.

**Late Assignments**

All work must be turned in on time. Late work will receive a 25% penalty for each day it is late unless I receive an email from Student Affairs stating that you have a verified emergency. Assignments are posted in advance. You should not wait to turn it in at the last minute. For those involved in university activities that require you to miss class, you must still turn your work in on time. No exceptions will be made to this policy. Please do not try to challenge point deductions.

**Course Grading:** Your grade in this course will be based on the following, plus any additional assignments that I may decide to add over the semester.

Exams (3 x 100) 300 pts

Hubspot SEO 15 pts

Hubspot Email Marketing 15 pts

Google Analytics for Beginners 15 pts

Semester Website Project\* 75 pts

GA Learning Partner Activity 15 pts

Class Exercises\* 25 pts

Homework/Quizzes\* 40 pts

Total 500 pts\*

This number may change if I may add an assignment or delete an assignment. Final grades will be calculated using the following percentages and based on the semester's final number of points.

\*This will be the total points for the project. The grade will be comprised of benchmarks, small assignments, and a final presentation during finals week.

Grading Scale

|  |  |
| --- | --- |
| **Percentage** | **Grade** |
| 93-100% | A |
| 90-92% | A- |
| 87-89% | B+ |
| 83-86% | B |
| 80-82% | B- |
| 77-79% | C+ |
| 73-76% | C |
| 70-72% | C- |
| 60-69% | D |
| Below 60% | F |

**Course Grading may be considered subjective.**

For any work that is not a multiple-choice or true/false question, the professor will grade the work applying standards from the book and general writing standards. Students may feel that their work is not being graded fairly. I apply the same criteria to all student work. Just because you write an answer does not mean it is complete or fully answers the question or meets the requirements. If your answer is not complete, you will lose points. Students are welcome to visit my office to ask questions. Do not email me complaining about your grade. I will not respond to the emails. Here is how I grade homework, presentations, short answer questions, and learning activities:

* You will be assessed on how well you **demonstrate that you have read and carefully considered the material and writing style and clarity**. Remember, the goal is to understand the material better (the reading and the lectures). Help each other achieve this goal!
* **Criteria for evaluation:**
  1. Demonstrates an understanding of the reading and lectures
  2. Thoroughly and accurately answers the question
  3. Demonstrates the appropriate writing skills
* **Grades**
  + 100% Exceptional; clearly meets all 3 criteria
  + 85% Satisfactory; mostly meets 2-3 criteria
  + 70% Needs improvement; does not meet the criteria
  + 0 Does not reflect a sincere attempt to complete the assignment

Most people will get 85%. To get 100%, you must demonstrate a deep understanding of the material presented in the readings and online and demonstrate appropriate college-level writing skills.

**Hubspot SEO Certification and Email Marketing Certification**

You are expected to complete the Certification Exams with a passing score. Regardless of the total points earned in this class, you won’t be able to make an “A” in this class if you do not pass the certifications. You will lose a +- grade if you do not show evidence of passing (i.e. if you earned a B+ but did not pass the certification, your grade will be downgraded to a B. This is a timed exam. Study for it because it is a difficult exam. You have approximately 9 hours of videos to watch on your own time. Your grade for the course component will be calculated by multiplying the percentage correct on the Certification exams by the points. HubSpot requires 72 hours between exam attempts and no more than 3 in one month. The SEO Certification will be completed during the first weeks of the semester, and the Email Certification will be completed later. The due dates for successful completion will be posted on the course outline and will not change. We will not have class on the due dates. You may take the exam any time on the due date, but it must be submitted by 11:59 pm on the due date. You will post a screenshot that shows your name and your score. You will receive a “zero” if you do not post the correct screenshot, which will be changed once you submit the correct screenshot. If you do not pass on the first attempt, you must submit a screenshot that shows that you passed by the last day of class. Second submissions will not change your grade for the exam, but it will remove the penalty listed above.

You can finish the certifications early if you would like to do so. Many students want to get these done early in the semester, and that is your choice. Remember, the material will be on exams so you will have to review it.

**Google Analytics for Beginners**

You will complete this certificate. It is the first course in a series that prepares students for the Google Analytics Individual Qualification certification. We will not complete the certification, but I highly recommend that you pursue this on your own.

If you have already completed this certificate, and these are dated, so I will know, you will have two choices: you can have your grade calculated without this grade, or you can take the Advanced Google Analytics course. If you already have completed both, your grade will be calculated without this grade.

You must upload your certificates to prove that you have completed the course previously.

**Website Semester Project**

1. You will create a personal website that includes a digital portfolio to brand yourself. This website will be linked to your LinkedIn profile and should also appear on your resume. Think of it as an expanded resume that will set you apart when you enter the job market. You may use the website builder of your choice, but I only use Weebly if you need assistance. You will be given specific requirements later in the semester. You will create a free Weebly account on your own. You will need to publish your website. It is your decision whether you will register a professional domain; however, I suggest you make this choice, especially if you are looking to apply to agencies.

You will present your website to the class as your final presentation during finals week. This will be part of your total website grade. You must be present for the Final and remain to watch the other presentations. I do get a report that shows if you are on the entire time.

For citations, please use MLA style guidelines. All research should be cited, and students will lose points for not correctly citing both within the text and including a list of cited works.

**Class Exercises**

Students will be given exercises that may not be done by the end of class. You are expected to put effort into this and complete the work assigned. Exercises will be posted on Canvas and students will upload these by midnight. If you work with another student, put all names on the document and only one person will need to upload it. One exercise will be dropped at the end of the semester to address absences. Points will then be equally distributed across all exercises at the end of the semester when I change the 1 to the final grade.

**LinkedIn Learning**

Creating content is an essential component of Digital Marketing. You will complete one LinkedIn Learning course this semester that focuses on digital marketing hard skills. These skills will help you with your website and will also be vital for your digital marketing career. If you complete a LinkedIn Learning in another class, this cannot be used in 470. Professors do check this at the end of the semester, so please don’t try to use one for both classes. You will have a form that you will turn in for the assignment that requires you to state that you are not getting double credit for one course.

**Important Note Regarding Assignments**

All work that is submitted by students may be used in future academic research by the professor and university.

**Proofreading and Structure**

This is a business class. You are expected to present your work in a manner that is consistent with a business professional. Work should be well-organized and flow to allow the reader to understand the purpose without trying to figure out what you are saying. Write the paper from the third person point of view (grammar). Proofread for spelling and grammatical errors. Organize your work. Use headings, subheadings, and bullets as needed. You will lose one point for every grammatical or spelling error in the assignment/paper. Up to 10% of points may be deducted for poor organization. Points will also be deducted if proper citations and a bibliography are not included. This is expected for all homework assignments as well as the project.

**Student Responsibility**

Student responsibility is fundamental to learning.  To have a successful and meaningful undergraduate experience, students must accept full responsibility for their academic progress.  Specifically, students must:

1. Read the syllabus and course outline and have the professor explain anything that the student does not understand.
2. Be responsible for their own learning and understanding, and that includes attending classes;
3. Manage their time for class preparation;
4. Monitor their academic progress;
5. Know the requirements for their degree programs and applicable College policies;
6. Refer questions to knowledgeable sources regarding concerns about academics or student life.

**Course Outline**

A tentative course outline/schedule can be found on Canvas in the Syllabus and Course Outline folder. I have every intention of following this schedule for the semester; however, some flexibility is needed. For example, I may push back a deadline if I feel that we need to spend additional time on a topic. I may also add a topic if I believe it is appropriate or re-arrange the schedule if necessary. Students will be given adequate notice for changes. Please make sure you check Canvas regularly for announcements and messages. **Exam dates will not be changed. Do not ask to be excused because you have scheduled a job interview.**

**Class Attendance Policy**

Daily attendance will be taken and/or class exercises will be used for attendance. Sign-in sheets may also be used. You will lose 1/3 of a letter grade for each absence after 4. ***At 6 absences, you automatically fail the class.***

If a student is representing the University in an official capacity, as verified on a list released from the Office of the Provost, a JMU instructor or coach, the instructor will not penalize the student for those absences; however, the student will be expected to complete the class exercise or additional assignment to not miss out on the class experience. It is your responsibility to check with me after your approved absence.

**Phones**

Please keep all cell phones turned off during class.

**Course Policies**

This course follows the guidelines set forth by JMU found at <http://www.jmu.edu/syllabus/>.

**Plagiarism**

Making references to others' work strengthens your position by granting you greater authority and showing that you are part of a discussion within an intellectual community. When you reference others' ideas, it is essential to provide proper attribution and citation. Failing to do so is considered academically dishonest, as is copying or paraphrasing someone else’s work. Such behavior will lead to consequences ranging from failure on an assignment to failure in the course to dismissal from the university. Because the Humanities disciplines value collaborative work, you will be encouraged to share ideas and include others' ideas in our papers. Please ask if you are in doubt about the use of a citation. Honest mistakes can always be corrected or prevented.

The JMU Honor Code is available from the Honor Council Web site: <http://www.jmu.edu/honorcode/>

In this course, one or more of your writing assignments may be submitted to the instructor through the Turnitin plagiarism prevention service as approved by JMU.

**Add/Drop**

Students are responsible for registering for classes and for verifying their class schedules on e-campus. Add/Drop deadlines can be found at <http://www.jmu.edu/syllabus/>

**Disability Accommodations**

If you need an accommodation based on the impact of a disability, you should contact the Office of Disability Services (The office is located in Student Success Center, Room 1202, and you may call 540-568-6705 for more information) if you have not previously done so. Disability Services will provide you with an Access Plan Letter to verify your need for services and make recommendations for accommodations to be used in the classroom. Once you have presented me with this letter, you and I will review the course requirements, disability characteristics, and requested accommodations to develop an individualized plan appropriate (class number).

**Inclement Weather Policies**

JMU’s cancellation policy (<http://www.jmu.edu/JMUpolicy/1309.shtml>). In the event of a cancellation due to weather, students should check Canvas for instructions. Depending on the class content, an assignment may be given on Canvas, or the class will be re-scheduled according to university re-scheduling policies. The instructor will decide this on a case by case basis, so please check Canvas and not make assumptions based on previous cancellations. Should finals be canceled due to weather, according to JMU policy, I will calculate your grade on the points already accrued.

**Religious Observation Accommodations**

All faculty are required to give reasonable and appropriate accommodations to students requesting them on religious observation grounds. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and deter­mine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab, or activity.

**THE INSTRUCTOR RESERVES THE RIGHT TO MODIFY THIS SYLLABUS**

**WITH NOTICE TO THE STUDENTS**