# MKTG 470: Strategic Internet Marketing

James Madison University

Department of Marketing

MWF

10:10 -11:00am

11:15 am – 12:05 pm

12:20 pm – 1:10 pm

Zane Showker Hall, Room G001

Spring 2019

**Instructor:** Dr. Janna Parker **Office:** Zane Showker Hall, Room 529

**Phone**: (540) 578-3226 (office) (Call only during office hours- I don’t return calls)

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

**Office Hours:** MF 1:30- 3:00 pm; W 1:30 – 3:30pm; If you have a class scheduling conflict, appointments can be made for other days/times.

**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 courses.  Students are responsible for material covered in the prerequisite class. You are responsible for applying the content that you learned in COB 300 and Integrated Marketing Communications to the project in this course. **Students need to be especially familiar with the material pertaining to 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:** You will be provided with pdfs and PPT slides 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

**Required Certification:** Hubspot Inbound Marketing and Email Marketing will be completed during the semester. Hubspot material will appear on exams.

**Laptop Requirement:** This course is focused on the Internet. You will need to bring your laptop each day to class. You will need to use industry tools in class as well as 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 strategy 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 Goals:***

1. Research and comprehend the major Internet marketing challenges and opportunities based on historical and current events in the global business environment.

2. Evaluate and apply current technologies to support and enable the strategic Internet marketing function.

3. Recommend and justify the appropriate Internet marketing strategies to market and communicate with relevant stakeholders.

4. Assess the impact and effectiveness of Internet marketing strategy in achieving an organization’s business objectives

**Teaching Philosophy**

My teaching philosophy is that of learner-centered teaching, which means that the 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 take responsibility for their own learning. ***Not all content will be covered in the class. You are expected to read all assigned material and watch assigned 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 contact me via email and phone calls to my office during office hours. Please do not leave a message for me because I don’t return phone calls- only emails. The best way to contact me is my JMU email or come to my office. I am usually available to talk between classes as well. Do not email me with a complaint about a grade. I do not respond to these emails but I do welcome your visit to my office in order for us to have a professional discussion.

**Food/drink in the classroom**

Any drinks must have a lid. No eating during class.

**Late Assignments:** All work must be turned in on time. Assignments will not be accepted late. You may come to my office during office hours with your late assignment and valid reason (which I will decide if it is valid). Please do not email me late assignments. For the Group Project, one letter grade will be deducted for each day that it is late.

**Missed Exams:** Make-up exams are not permitted. Students participating in authorized JMU activities must take the exam prior to the exam day. This will be scheduled with the instructor in advance since exams have been scheduled prior to the start of class. If you miss an exam due to an emergency, I will only allow a make-up if I receive an email from the Office of Student Affairs which validates a true emergency occurred. Any other exceptions are solely up to the discretion of the professor and will only be given for extreme circumstances. Documentation for the reason will need to be provided (Ex: if you claim your car broke down on the way to class, I will need to see a towing receipt and possibly bill for repair.)

**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 Inbound Marketing 35 pts

Hubspot Email Marketing 30 pts

Semester Website Project\* 100 pts

Mailchimp Email Assignment 20

Article Presentation/Class discussion 10 pts

Reflection Paper 5 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 off the final number of points for the semester.

\*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 that 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, or your project lacks details necessary for the client to understand the work, 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.

**Course Outline**

A tentative course outline/schedule can be found on Canvas in the Administrative Materials 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 on a regular basis for announcements and messages. **Exam dates will not be changed. Do not ask to be excused because you have scheduled a job interview.**

**Exams**

There are three exams that cover the assigned readings and any additional articles, PPT slides, class discussion or material covered in class as well as the HubSpot material. These will be multiple choice, true/false and short answer and will be completed during class. The exams are not cumulative. Exams will not be reviewed in class but you may come to my office to look over your exam if you wish. **During exams, nothing is allowed on your space but the exam and the Scantron.** If at any time, I suspect that cheating has occurred, I will implement a new class policy. This policy will be that all backpacks, purses, cell phones, etc. will be left at the front of the class on exam days.

**Hubspot Inbound Marketing 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 earn an “A” in this class if you do not pass the certifications and 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 Inbound Marketing 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. Also, 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 like to get these done early in the semester and that is your choice. Remember, material will be on exams so you will have to review.

**Website Semester Project**

You have two choices for your semester project.

1. You and a group of students can find a client who will allow you to either re-design or create a website with the proper SEO implemented for the website and the products. Details for the assignment will be provided later in the semester.
2. You can create a personal website in order to brand yourself. This website will be linked to your LinkedIn profile and should also appear on your resume. The website will include a digital portfolio of your work. 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 if you need assistance, I only use Weebly. 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, especially if you are looking to apply to agencies, I suggest you make this choice. You will be given a deadline to choose this option and will have to meet with me during office hours. If you do not choose this option by the deadline, you will be put by default into Option 1.

Each option will require a presentation during the class final of the website. You will be given instructions for this later in the semester. For both

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

***Group Grade: (weights group project)***

Each student will receive a group grade for their participation in group work. The student will be graded by their group members. Each group member grade must be justified by a description of events leading to the awarded grade. Each student is encouraged to keep records of group members’ performances to be used as rationale/justification for giving a member a certain group grade. A form for grading group members will be provided on Canvas. The group grade will be used to weight the project grade. Your grade will be calculated by multiplying your average from the team member evaluations by the points earned by your group. Each student is encouraged to keep records of group members’ performances to be used as rationale/justification for giving a member a certain group grade. If your group gets a 90 on the advertising project and a student gets an average group grade of 100, then the student’s advertising project grade is a 90 (1.00 \* 90). But if the student gets an average group grade of 80, then the student’s advertising project grade is a 72 (.80 \* 90).

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**Reflection Paper**

You will complete a 1-2 page paper that will answer specific questions towards the end of the semester.

**Articles/Presentation/Discussion**

Each student will present over the course of the semester one current news article that is applicable to Internet Marketing. You will turn in a one-page summary of the article and then present one question that would have a pro/con side to it for class discussion. Articles must be from legitimate business news sources. Approved sources are *Advertising Age, Forbes, Fortune, Businessweek, CNN, Fox, NBC, ABC, CBS, MSNBC, US News and World Report, The Wall Street Journal, and The New York Times.* Any source other than from this list must be pre-approved via email by me and you must send me the article. The grade will be divided into two parts: 3 pts for the summary and 7 points for the class discussion. Make sure to select an article and present a question that will stimulate discussion because these points are not automatic.

**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 in a manner that allows the reader to understand the purpose without having to try 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.

**Disruptive Behavior in class**

Talking during class lectures or when another student or guest speaker is addressing the class is not acceptable. Students are expected to behave with respect. Working on homework from your other classes, surfing the Internet, etc. is not acceptable. Students who do not follow these class rules should expect a negative reflection on their final grades. I will write down the date with the names of students who are discruptive. This includes talking while I am talking, working on your computer while others are speaking or I am showing videos, or any other form of unprofessional behavior. Students may be asked to leave class if their behavior continues to be disruptive. Additionally, you will receive a deduction of twenty points for every time after the first warning.. Students will be sent an email asking them to come to my office for a meeting during office hours if I write their names down. Disruptive behavior has a negative impact on the learning of others and you will be penalized.

**Student Responsibility**

Student responsibility is fundamental to learning.  In order 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 is not understood by the student.
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 Administrative Materials 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 on a regular basis 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 class exercises will be used for attendance. Sign in sheets may also be used.. More information is under the grading explanation for Participation. You will lose a partial letter grade for each absence after 3. 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 in order 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 the work of others strengthens your own work by granting you greater authority and by showing that you are part of a discussion located within an intellectual community. When you make references to the ideas of others, 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. The consequences of such behavior will lead to consequences ranging from failure on an assignment to failure in the course to dismissal from the university. Because the disciplines of the Humanities value collaborative work, you will be encouraged to share ideas and to include the ideas of others 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 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 that will 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 sit down and review the course requirements, your disability characteristics, and your requested accommodations to develop an individualized plan, appropriate for (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 in Canvas or class will be re-scheduled according to university re-scheduling policies. This will be decided by the instructor on a case by case basis so please check Canvas and do not make assumptions based on previous cancellations. Should finals be cancelled due to weather, according to JMU policy, I will calculate your grade on the points already accrued.

**Religious Observation Accommodations**

Include a statement regarding your process for accommodating religious observations. Here is a sample statement:

All faculty are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. 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**