

**SOUTHEAST MISSOURI STATE UNIVERSITY**

**COURSE SYLLABUS**

Department of Management and Marketing

Course No.   MK555  

Title of Course: Internet Marketing

Revision   Spring 2009  

- I. **Catalog Description and Credit Hours of Course:** An introduction to the Internet as part of a company's marketing strategy. Students will explore Internet consumer characteristics and behavior and their effect on Web content. (3 credit hours).
- II. **Prerequisite(s):** AD101 and MK301 with minimum grade of C.
- III. **Purpose or Objectives of the Course:**

**HCB Assurance of Learning Goals**

For the BSBA degree program:

- 1. Proficiency in written and oral communications (BSBA 1)
- 2. Demonstrated effective use of technology (BSBA 2)
- 3. Demonstrated awareness and understanding of other cultures (BSBA 3)
- 4. Demonstrated knowledge of the fundamentals of business disciplines (BSBA 4)
- 5. Demonstrated critical thinking skills involving business and ethics (BSBA 5)

For the MBA degree program:

- 1. Proficiency in communication and teamwork (MBA 1)
- 2. Advanced knowledge of business principles and concepts (MBA 2)
- 3. The application of critical reasoning to business problems and ethical dilemmas (MBA 3)
- 4. The development of upper level management and leadership skills, with reference to a diverse and global environment (MBA 4)
- 5. Executive level of mastery of technology (MBA 5)

Upon completion of this course, the student will develop:

- A. A basic overview of business strategy and how marketing fits into a firm's business strategy. (BSBA 4, 5; MBA 2, 3, 4)
- B. An understanding of how the Internet affects a firm's overall marketing strategy. (BSBA 2, 4, 5; MBA 2, 3, 4, 5)
- C. An understanding of how the Internet has affected and created key Internet marketing levers. (BSBA 2, 4, 5; MBA 2, 3, 4, 5)
- D. A basic overview of market research with an emphasis on the effects of the Internet on market research. (BSBA 4, 5; MBA 2, 3, 4)
- E. An understanding of how firms can design an optimal customer experience. (BSBA 4, 5; MBA 2, 3, 4)
- F. An overview of key online and offline marketing levers (product, pricing, communication, community, distribution, and branding). (BSBA 4, 5; MBA 2, 3, 4)

- G. An overview of the key components of building a successful customer interface. (BSBA 4, 5; MBA 2, 3, 4)
- H. An overview of online and offline customer metrics. (BSBA 4, 5; MBA 2, 3, 4)

IV. **Expectations of Students:**

All students are expected to attend the course regularly and to actively participate in course discussions, activities, and presentations.

V. **Course Content and Outline**

Approximate Class Hours

A.	Foundations	12.0
	1. Introduction	
	2. A Digital World	
	3. Networks	
	4. Individuals Online	
B.	Essential Skills	20.0
	1. Web Business Models	
	2. Online Branding	
	3. Usability, Credibility, and Persuasion	
	4. Traffic Building	
	5. Personalization	
	6. Creating Commitment	
	7. Innovation and the Net	
	8. Pricing in an Online World	
C.	E-Commerce	13.0
	1. Internet Retailing	
	2. Consumer Channels	
	3. Business-to-Business	
	4. Online Research	
	5. Organizing for Online Marketing	

Examinations and assignments/projects are embedded in the class hours for each section above.

VI. **Textbook:** Hanson, Ward, and Kirthi Kalyanam (2007), *Internet Marketing & e-Commerce*. Thomson South-Western.

VII. **Basis for Student Evaluation:**

	Course Components and Weighting	Undergraduate Scale	Graduate Scale
A.	Multiple Quizzes (BSBA 1, 4, 5; MBA 2, 3, 4)	50%	40%
B.	Individual Discussion Forums (BSBA 1, 4, 5; MBA 2, 3, 4)	25%	15%
C.	Final Comprehensive Exam (BSBA 1, 4, 5; MBA 2, 3, 4)	25%	15%
D.	E-commerce Marketing Plan (MBA 2, 3, 4)	0%	30%

**Graduate Students – Additional Requirements**

- A. It is expected of the graduate students to exhibit higher level of comprehension and analytical reasoning in their written assignments
- B. Graduate students will be required to complete an individual research – based term project in addition to the other course requirements.

**VIII. Grading Scale**

**For graduate students:**

90%-100% = A

80%-89.9% = B

70%-79.9% = C

Less than 70% = F

**For undergraduate students:**

90%-100% = A

80%-89.9% = B

70%-79.9% = C

60%-69.9% = D

Less than 60% = F

The weight of the evaluation criteria may vary according to each instructor and will be communicated at the beginning of the course.

**IX. Academic Policy Statement:**

Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to:

<http://www6.semo.edu/judaffairs/code.html>

**X. Student with Disabilities Statement:**

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.