

UNIVERSITY OF MASSACHUSETTS AMHERST
Isenberg School of Management
Marketing 455: Internet Marketing
Fall 2007

Instructor: Anthony Asare
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Classroom: SOM Room 123
Class meeting times: Monday and Wednesday 10:10 AM – 11:25 AM
Office hours: Monday and Wednesday 11:30 AM – 12:30 PM and by appointment

Course Objective: The Internet has changed the way we live our lives and communicate with one another. Email, instant message, blogs, websites, online social media (Web 2.0), etc. are now so integrated into our daily lives that we cannot live without them. The Internet has also changed the way that companies do business and communicate with their customers, employees, trading partners, and other members of the community. These changes have provided organizations with exciting challenges and opportunities that marketers can take advantage of to help make their organizations successful. The main goals of the class are:

1. To discuss the challenges and opportunities that the Internet and other digital technologies present to marketers.
2. To understand the impact of the Internet on the whole value chain.
3. To prepare students for a professional environment in which the Internet and other digital technologies will play crucial roles in the success of their careers.
4. To provide students with Internet based tools that they can use to make their careers and their organizations more successful.

Required Course Materials: No text book has been assigned to the class. Students will be given reading materials prior to each class. They will be expected to read the material and to come to the class prepared to discuss it.

Academic Honesty: Refer to the University's policy on Academic Honesty. If you are unsure whether you should be working with classmates, ASK before you do. Any instance of academic dishonesty may result in a failing grade for the course.

- Learning Needs:** Appropriate accommodations will be made for students who provide relevant documentation from Learning Disabilities Support Services.
- Make-ups:** Refer to the University's policy on make-ups. Students must have a valid reason for making up an exam / assignment. Students must provide written documentation at least 24 hours in advance for religious or athletic obligations. An unexcused absence from an exam will constitute an "F" for that exam. Makeup exams will be given only under very limited circumstances with prior approval from the instructor and must be completed as soon as possible.
- Class Assignments:** There will be 3 "graded assignments" in the semester. Assignments will be handed out at least a week before they are due. Students will be penalized for submitting late assignments. **5 points** will be deducted from your assignment everyday that it is late.
- Individual Presentations:** Each student will be asked to make a brief presentation in class about a website that they like. The presentation will be worth 20 points.
- Class Contributions and In-Class Activities:** Communication skills are extremely important in marketing. I therefore expect everyone to actively participate in class discussions. Grades will be based on the quality of your contribution. Just talking a lot in class without demonstrating your understanding of the material will not get you any grades.
- Class Attendance:** Since no text book is assigned to the class, a large part of the learning will occur in the class. Lecture discussions, Internet demonstrations, contribution from students and in class discussion groups will account for a large part of the learning that occurs in the class. Students who frequently miss class will not be able to get the full benefit of the in-class learning environment. Class attendance is therefore mandatory and I will take attendance during each class.
- At the beginning of class each student will receive 100 attendance points. You will be penalized for unexcused absences. You will be allowed 2 personal days (unexcused absences) off. That is, you will not be penalized for the first two classes that you miss. If you miss a third class, you will automatically lose 60 points out of the hundred points. After that you will miss 20 points for any unexcused absence up till a total of 100 points. Exceptions will only be made for excused absences. See university policy on excused absences. Note that being absent will also result in you losing points for class participation since you cant participate if you are not there.
- Organization of Class:** The first thing that we will do at the beginning of each class will be to discuss news items that relate to the Internet or the digital world as a whole. Students are encouraged to visit different business related news

media available to them, and to come into class ready to discuss these news items. Their discussion of these news items will improve their class contribution grades.

Email Accounts:

Each student is expected to have an email account. Since this is an Internet marketing class, the instructor will frequently communicate with students using email. He will send students articles, assignments and important notices via email. Students are therefore expected to check their emails at least once every 24 hours.

Group Project:

Your final exam will be a group project. Students will work in groups to develop a web marketing plan for real businesses. I have contacted some organizations who are interested in working with you. Students will have to develop a web marketing plan for the companies. In addition to that, each group will make a final presentation at the end of the class. Students will receive a group grade and an individual grade for their work on the group project. Each student will also be expected to give each group member a grade.

Mid Term Paper:

Students will have a take home mid term paper and will be given two weeks to submit the paper. The mid term paper is worth 100 points.

Grade Weights:

Midterm Paper	150
3 Class Assignments (50 points each)	150
Individual Presentations	20
Attendance	100
Class Participation	100
Group Project:	
Individual Grade:	150
Group Grade:	<u>150</u>
	<u>300</u>
	<u>820</u>

Target Grades:

A	95%-100%
A-	90%-94%
B+	85%-89%
B	80%-84%
B-	75%-79%
C+	70%-74%
C	65%-69%
C-	60%-64%
D	55%-59%
F	Below 55%

----- **GOOD LUCK** -----

Date	Topic	Comments
Wed Sept 5	Course Introduction	
Mon Sept. 10	Marketing in the Digital Age – Convergence/Web 2.0	
Wed Sept. 12	Internet Strategies – Integration with Web Design	(Student Background Information Due)
Mon Sept. 17	Internet Strategies - Targeting Customer Segments	
Wed Sept 19	Web Marketing Plan	
Mon Sept 24	Web Marketing Plan - Group Assignment and Discussion	(Assignment # 1 Due)
Wed Sept 26	Visitor Presentation	
Mon Oct 1	Search Engine Marketing	
Wed Oct 3	Search Engine Marketing	
Mon Oct. 8	HOLIDAY – COLUMBUS DAY	NO CLASSES
Tues Oct. 9	Search Engine Marketing	MONDAY CLASS SCHEDULE WILL BE FOLLOWED (Assignment # 2 Due)
Wed Oct. 10	Search Engine Marketing	
Mon Oct. 15	Search Engine Marketing	(Group Project Stage I Due - Proposal)
Wed Oct. 17	Search Engine Marketing	Hand Out Mid-Terms
Mon Oct. 22	Banner Ads - Text, Image, Video	Affiliate Marketing,
Wed Oct. 24	Email/Newsletter Marketing	
Mon Oct. 29	Planning Website	Visitor Presentation
Wed Oct 31	Affiliate Marketing, Internet Based Public Relations	Mid Term Papers Due
Mon Nov. 5	Website Usability	Visitor Presentation
Wed Nov. 7	Social Media Optimization	
Mon Nov. 12	HOLIDAY - VETERANS DAY	NO CLASSES
Wed Nov. 14	Social Media Optimization	MONDAY CLASS SCHEDULE WILL BE FOLLOWED (Assignment # 3 Due)
Mon Nov. 19	Group Project Discussion	(Group Project Stage II Due)
Wed Nov. 21	Privacy, SPAM and other Ethical Issues	
Thurs Nov. 22- 25	THANKSGIVING RECESS	NO CLASSES
Mon Nov. 26	Internet Marketing Performance Metrics	
Wed Nov. 28	Shopping Carts	
Mon Dec. 3	Group Project Discussion	
Wed Dec. 5	Group Project Presentations	
Mon Dec. 10	Group Project Presentations	
Wed Dec. 12	Group Project Presentations	