MRKT 4303.783 Spring I 2020

Syllabus

Basic Information

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OFFICE: Online

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OFFICE HOURS:

This course is a Web Course and is conducted within

Canvas at http://utpb.instructure.com

Course Catalog Description: This course explores the use of social media as a marketing tool. Students develop a social media marketing plan for an actual organization, learn best practices for popular social media channels, and hone their writing skills for specific formats and audiences

Prerequisites: MRKT 3300, or equivalent

Required Materials:

- Internet Marketing, Integrating Online and Offline Strategies
- By: Roberts and Zahay
- 3rd Edition
- ISBN-13: 978-1-133-62590-2
- ISBN-10: 1-133-62590-8
- Publisher: Cengage Learning
- No CD or digital supplements needed

Other materials: Computer with Windows, MS office, and high speed internet.

UTPB Academic Calendar

UTPB Distance Education Policy

Course Level Learning Objectives

Upon successful completion of this course students will be able to execute the following:

1. Develop a holistic understanding of digital advertising. Measured by discussion board's participation, and the class project.
2. Identify the different components of a digital advertising plan. Measured by class project and exams.
3. Analyze an organization's current digital advertising mechanism and all its subcomponents that pertain directly to digital advertising efforts, with respect to value proposition skill development, by developing an actual digital advertising plan for a business. Measured by class project.

Course Overview

- Readings: 16 chapters
- Exams/Quizzes: 4 exams
- Course Project: guidelines are provided
- Discussion Topics: 4

Note: The course is broken into four modules. The modules are as follows:

Module 1: Contains four chapters

- Chapter 1 – Internet Marketing as Part of the Marketing Communications Mix
- Chapter 2 – The Internet Value Chain
- Chapter 3 – Business Models and Strategies
- Chapter 4 – The Direct Response and Database Foundations of Internet Marketing

Module 2: Contains four chapters

- Chapter 5 – Online Branding and Video Marketing
- Chapter 6 – Display Advertising and Other Customer Acquisition Techniques
- Chapter 7 – Email Marketing to Build Consumer Business Relationships
- Chapter 8 – Search Marketing: SEO and PPC

Module 3: Contains four chapters

- Chapter 9 – Social Media Marketing
- Chapter 10 – Lead Generation and Conversion in B2B Markets
- Chapter 11 – Customer Relationship Development and Retention Marketing

- Chapter 12 – Developing and Maintaining Effective Websites

Module 4: Contains four chapters

- Chapter 13 – Customer Service and Support Web Space
- Chapter 14 – Measuring and Evaluating Web Market Programs
- Chapter 15 – Social and Regulatory Issues: Privacy, Security, and Intellectual Property
- Chapter 16 – Mobile Marketing and Related Developments

Measurable Learning Outcomes:

- Students will describe the marketing process and how the process applies to the digital advertising industry.
- Students will describe the marketing fundamentals within the digital advertising industry.
- Students will describe the internal and external environments within the digital advertising industry.
- Students will be able to articulate different organizational principles that directly and indirectly impact the marketing process in the digital advertising industry.

Module 1
- **M1LO1** – Identify the strategic and economic drivers of the internet.
    - Measured in discussion board 1 and exam 1.
- **M1LO2** – Identify the core marketing process.
    - Measured in course project and exam 1.
- **M1LO3** – Identify the importance of business models.
    - Measured in discussion 1 and exam 1.
- **M1LO4** – Describe a data warehouse and how it is used by marketers.
    - Measured in discussion board 1, exam 1, and course project.

Module 2
- **M2LO1** – Identify the elements of a video marketing strategy.
    - Measured in discussion board 2 and exam 2.
- **M2LO2** – Identifying the major methods of targeting.
    - Measured in exam 2 and course project.
- **M2LO3** – List the steps involved in and e-mail marketing campaign.
    - Measured in discussion board 2 and exam 2.
- **M2LO4** – Define SEM, SEO, AND PPC.
    - Measured in discussion board 2 and exam 2.

Module 3
- **M3LO1** – Identify the elements of a social media marketing strategy.
    - Measured in discussion board 3 and exam 3.
- **M3LO2** – Define and explain the importance of a sales lead.
    - Measured in discussion board 3 and course project.
- **M3LO3** – Describe tools used for targeting customers.
    - Measured in exam 3 and course project.
- **M3LO4** – Identify important issues in website design.

- Measured in exam 3.
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Module 4

   M4LO1 – Differentiate between customer service and customer experience.
- Measured in discussion board 4 and course project.

   M4LO2 – Define key traffic, audience, and campaign metrics and describe the purpose for each element.
- Measured in exam 4 and course project.

   M4LO3 – Identify customer concerns about privacy and security in mobile space.
- Measured in course project.

   M4LO4 – List the steps in developing a mobile marketing campaign.
- Measured in discussion board 4 and exam 4.

The University has extended and expanded its contract with Respondus Monitor which will provide *online* **UTPB faculty with an electronic test proctoring service that also can serve as a second method of student authentication. Respondus Monitor (which some UTPB faculty already employ) both locks down the student's browser preventing them from accessing the web or their computer files during an exam and video records the student during the exam period. Students present their ID into the camera (which UTPB requires for all online courses) to authenticate themselves, and the camera records the student and their surrounding environment during the test. To learn more about Respondus Monitor and see a 3 minute video about how it works you can visit: www.respondus.com/products/monitor**

Schedule and Grading:

Course Activity	Points	% of Total	Due date	Time allowed
Marketing plan	100	10%	3/1/2020 by 11:59 P.M. (CST)	
Exam 1; Ch 1-4; 60 questions	180	18%	3/5/2020 by 11:59 P.M. (CST)	90 mins
Exam 2; Ch 5-8; 60 questions	180	18%	3/5/2020 by 11:59 P.M. (CST)	90 mins
Exam 3; Ch 9-12; 60 questions	180	18%	3/5/2020 by 11:59 P.M. (CST)	90 mins
Exam 4; Ch 13-16; 60 questions	180	18%	3/5/2020 by 11:59 P.M.	90 mins

			(CST)	
Discussion Board 1	45	4.5%	1/26/2020 by 11:59 P.M. (CST)	
Discussion Board 2	45	4.5%	2/9/2020 by 11:59 P.M. (CST)	
Discussion Board 3	45	4.5%	2/23/2020 by 11:59 P.M. (CST)	
Discussion Board 4	45	4.5%	3/1/2020 by 11:59 P.M. (CST)	

All deadlines at 11.59 pm on the date mentioned; All due dates are US Central Time.

Grading Scale:	Letter Grade
900 -1000 (90% -100%)	A
800 – 899(80% - 89%)	B
700 – 799 (70% -79%)	C
600 – 699 (60% - 69%)	D
Less than 600 (59% - 0%)	F

Communication, Grading & Feedback:
Preferred method of contact is email. I will respond to all emails with 48 hours, there may be a delay on weekends. For greater clarification, all e-mails and messages sent to myself will have a response within 48 hours of the time the initial message was sent. Graded assignments will have feedback as well as a numerical grade rendered within 72 hours following the assessment mechanisms due date. The feedback provided on discussion boards will serve as key indicators to a student's performance. Student's should review the feedback and implement requested changes in the following discussion board. If a student has any questions regarding the feedback rendered please feel free to contact me directly for greater clarification. Initial engagement will be commenced through feedback and replies on a student's discussion board. For example, if the student's initial post needs greater clarification or there is an opportunity to engage the student in an increased notion of critical thinking I will reply directly to the student and seek further feedback from the student directly. This allows the class to

observe various areas of course with regards to the numerous caveats that can be explored. Furthermore increasing retention and information acquisition.

Time Management

A student should expect to spend three hours on preparation and learning assignments for every semester credit hour. If a class is a 3-semester credit hour class, it is expected that a student should spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.

Policies

1. **Discussion Board**: Discussion Board is primarily for discussing course related topics and issues.
   Best practices are:
   a. Read all message postings in online discussion.
   b. Respond to the question directly
   c. Reply to minimum of two other student posts.
   d. Use a person's name in the body of your message when you reply to their message.
   e. Avoid postings that are limited to 'I agree' or 'great idea', etc.
   f. Ensure responses to questions are meaningful, reflective.
   g. Support statements with concepts from course readings, refer to personal experience, examples.
   h. Follow **Rules of Behavior.**

   Specific Instructions for Discussion Boards:
   For each graded discussion question, first, you must respond to the question directly and second, you must read the other students posts and reply to at least two other students responses. You must ensure that the responses to the questions are meaningful, reflective, refer to personal experience and support your course readings. Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.

   - Integration of two outside resources from library databases
   - APA parenthetical citation throughout discussion submission
   - APA 6th edition reference list included at the end of the discussion board
   - In your reply to one fellow classmate you must use one outside resource
   - **Initial Post of 100-200 words**
   - **Reply to two fellow classmates 75-100 words**

2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:
   - Do not post anything too personal.

- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

3. **Make-Up/Late Submission Policy:**
   Describe make-up and late policy. Example: All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately.

4. **Academic Dishonesty/Plagiarism/Cheating:**
   The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an "F" for the course.

   All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university's handbook at: https://www.utpb.edu/campus-life/dean-of-students/scholastic-dishonesty.

   Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

   Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

7. **Attendance and Class Participation:**
   Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

8. **Tracking:**

The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.

9. **Absenteeism:**
All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.

10. **Course Incomplete/Withdrawal/Grade Appeal:**
All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at
http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops

For grade appeal process go to http://www.utpb.edu/campus-life/dean-of-students/grievances.

NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

11. **Accommodation for Students with Disabilities:**

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored. ***Adapted from UTSA ADA syllabus statement.***

ADA Officer for Students: Mr. Paul Leverington
Address: Mesa Building 4243 /4901 E. University, Odessa, TX 79762
Voice Telephone: 432-552-4696
Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to
Accessibility and Privacy Statements.

12. Computer Skills, Technical & Software Requirements

See Technical Requirements.

This course requires basic proficiency in the use of Word to create and edit documents, and to save and submit files. Students also need basic proficiency in receiving, sending, and attaching files to email, and in the use of Internet search tools. In order to submit photo identification (mentioned in the section concerning online student authentication), students will need access to a camera or a camera phone.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to UTPB Office 365 Page.

To obtain software licensing and media for selected Microsoft titles at very low cost through a software agreement.

13. Online Student Authentication

Student Authentication for Online Courses UTPB registers students for online courses using a student information system (SIS) and manages access through a centralized authentication system (LDAP or Shibboleth). The learning management system in which all online courses are hosted authenticates student user accounts and passwords to the UTPB centralized authentication system. To obtain access to online courses in the learning management system, students must establish their identity through a secure login and password.

UTPB requires no additional fees for verification of student identity. If an individual faculty member requires face-to-face proctoring at an off-campus site any associated fees are stated in the course syllabus which is available to students before registration.

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD. Dual credit and early college high school students use school district identifications.

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. This course satisfies student authentication by: Proctored exams using an approved photo ID*.

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)
- Field or clinical experiences using an approved photo ID*.
- Synchronous or asynchronous video activities using an approved photo ID*.

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

For this course Respondus Lockdown browser will be utilized. Students must present a form of ID in order to access the exam. The exam will be fully monitored through a webcam. All devices must be working properly, failure to meet the authentication requirements for the course will result in a zero on the exam.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video to get a basic understanding of LockDown Browser and Monitor.

Download and install LockDown Browser.

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:
- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies
Computer Crash: Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact: If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files: You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete.

The survey is anonymous and you responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-4696
Advising	UTPB E-Advisor (432) 552-2661 UTPB Academic Advising Center
Bookstore	UTPB Campus Bookstore (432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness

SERVICE	CONTACT
	for online course).

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.